NEW WORLD PAYPHONES

NWP Street Ltd Planning Statement

LONDON BOROUGH OF HARINGEY

New World Payphones
33 Golden Square
London
W1F 9JT

London Borough of Haringey
Planning Department
River Park House
225 High Road
London
N22 8HQ

26 October 2026

Town and Country Planning Act 1990

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

RE: Removal of seven existing telephone boxes followed by the installation of four Communication Kiosks within London Borough of Haringey

Application Address:

CK0189 - Site 1: Land outside 1 Crouch End Hill, N8 8DL

CK0190 - Site 2: Land outside 48 Grand Parade, N4 1AG

CK0191 - Site 3: Land outside 286 West Green Rd, N15 3QR

CK0192 - Site 4: Land outside Chisley Rd o/s Twyford House, N15 6PA

Dear Sir/Madam,

I have enclosed details of the removal of seven existing telephone boxes followed by the installation of four Communication Kiosk applications within the London Borough of Haringey for your consideration. These applications include both planning permission and advertisement

consent, submitted under Regulation 62 of the Town and Country Planning Act 1990 and Regulation 9 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

The right to install, operate, and maintain communication apparatus is granted under Section 106 of the Communications Act 2003, reflecting NWP Street Ltd.'s status as a Code Systems Operator.

The functionality of public communication kiosks has evolved significantly, reflecting the need for multi-purpose infrastructure within the public realm. The proposed kiosks will deliver a range of services, including telephony, wayfinding, and digital advertising, thereby supporting both public utility and local economic activity. This Planning Statement accompanies applications for Planning Permission and Advertisement Consent, submitted under the Town and Country Planning Act 1990 and the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, with the objective of establishing a coordinated network of kiosks within the designated London Borough of Haringey.

The proposal constitutes a single, integrated scheme. The kiosk structure and the associated digital advertising display are interdependent elements; neither can operate in isolation. Accordingly, the application should be assessed holistically, recognising the combined planning merits of the design, functionality, and contribution to the streetscape.

Introduction

The application provides an overview of the joint planning permission and advertisement consent for installing communication kiosks within London Borough of Haringey. Each site has been selected to ensure a consistent level of accessible communication facilities across towns and cities in the United Kingdom, while aligning with planning principles and local policy requirements.

Planning permission relates to the kiosk structure, and advertisement consent covers the digital display on the reverse side. The application includes:

- Location and site plans showing the proposed kiosk positions
- Elevation drawings with detailed measurements
- A specification document outlining kiosk design and functionality
- An assessment of the public benefits associated with the installation

Need for Public Payphones

Public call boxes are more than just a convenience—they are a lifeline for those who need them most. In communities where mobile coverage is unreliable or where individuals cannot afford a mobile phone, these kiosks provide essential access to friends, family, helplines, and emergency services.

The need is real and pressing:

- 2.68 million people in the UK, including 560,000 in London, do not own a mobile phone.
- In the year to May 2020, 150,000 emergency calls were made from phone boxes, including 25,000 to Childline and 20,000 to Samaritans.

By upgrading to modern communication kiosks, we are creating inclusive, multi-functional hubs that serve everyone—especially the most vulnerable. These kiosks will provide:

- Reliable emergency access for those without mobile connectivity.
- Wayfinding and local information to support residents and visitors.
- Free calls to emergency services and charities, ensuring help is always within reach.

Beyond connectivity, these kiosks contribute to safer, more vibrant streets. Their open design promotes natural surveillance, reducing anti-social behaviour, while integrated technology supports local businesses and community messaging. Each installation also includes a commitment to environmental improvement: for every kiosk installed, a tree will be planted in partnership with Trees for Cities, helping to create greener, healthier urban spaces.

This initiative is about more than infrastructure, it's about strengthening communities, improving safety, and ensuring that no one is left behind in the digital age.

Overview of NWP Street Ltd

Introduction & Benefits

New World Payphones (NWP Street Ltd) is transforming its nationwide kiosk network to meet the needs of today's connected communities. Traditional kiosks, while iconic, have faced challenges such as limited accessibility, outdated payment systems, and occasional misuse. Our new design addresses these issues head-on, creating a safer, more inclusive, and future-ready solution.

A Design That Combines Heritage and Innovation

The new kiosks retain the instantly recognisable British telephone heritage while introducing a sleek, open-access design for all users, including those with mobility impairments. Built from durable stainless steel, they resist vandalism and are maintained to the highest standards, ensuring they remain a positive feature of the streetscape.

Telephony remains a vital lifeline, especially for vulnerable individuals and those without mobile access. Our kiosks provide free calls to emergency services and charities such as Childline and Samaritans, supporting community safety and wellbeing. They are regularly used to report emergencies, making them an indispensable public resource.

Each kiosk doubles as a multi-functional hub, offering:

- Touchscreen wayfinding and local information to assist residents and visitors.
- Secure payment options via debit, credit, and contactless methods.
- Enhanced connectivity through optional small-cell technology, NFC, and Bluetooth, ensuring adaptability for future upgrades.

Unlike legacy kiosks with vinyl advertising, the new design integrates a discreet digital display for public information and local business promotion, improving visual amenity. In addition, for every kiosk installed, NWP partners with Trees for Cities to plant a tree, contributing to cleaner air, greener streets, and healthier urban environments.

This initiative is more than infrastructure—it's about creating safer, smarter, and more sustainable communities. By modernising kiosks, we preserve heritage while delivering real benefits: improved connectivity, emergency access, and environmental enhancement—all at no cost to the public.

Overview of NWP Communication Kiosk

The proposed NWP communication kiosk features an ergonomic, vandal-resistant design constructed from durable, easy-to-clean materials. These qualities ensure longevity and suitability for high-demand urban environments. To maintain accessibility and visual quality, the kiosks

undergo professional cleaning and inspection every two weeks, at no cost to the Council, throughout their operational life.

Design – Heritage and Inclusive

The communication kiosk has been carefully designed to combine modern functionality with Britain's design heritage, creating a structure that is both distinctive and contemporary. Its form reflects the traditional telephony kiosk while introducing a sleek, open-access design that integrates seamlessly into the streetscape.



The kiosk adopts an open-plan layout to ensure inclusivity for all users, including those with mobility impairments. By removing enclosed spaces and doors, the design promotes natural surveillance, supporting crime-prevention objectives and reducing anti-social behaviour. Internal lighting provides a secure, well-lit environment, while the overhead canopy and glazed side panels offer shelter from the elements and help mitigate road noise.

The design complies with the latest accessibility standards for public telephone kiosks, as set out in British Standards BS8300-1:2018 and BS-2:2018, ensuring ease of use for all members of the community.

Touchscreen

The kiosk incorporates an interactive LCD touchscreen on its operational side, designed to provide essential information and enhance user experience for residents, visitors, and local businesses. The screen offers wayfinding tools, emergency contact details, and a user guide for operating the unit, ensuring convenience and accessibility.



Accessibility

An integrated accessibility mode allows interactive buttons to be repositioned lower on the screen for easier reach, supporting inclusive design standards and improving usability for individuals with mobility impairments.

Key Interactive Options

- **Local Area Map with Points of Interest (POIs)**

  Displays a map showing the current location, along with 5-, 10-, and 15-minute walking radius indicators. POIs are sourced via Google's API from pre-approved categories.

- **Detailed POI Information**

  Selecting a POI reveals an information card with address, opening hours, contact details, and a brief description. Each card includes a QR code that users can scan to access turn-by-turn directions on their mobile device.

- **Emergency Contact Directory**

  Provides quick access to emergency numbers, including Police, Fire, Ambulance, and support services such as Samaritans, Childline, Rape Crisis Centre, and international embassy contacts.

- **User Guide**

  Offers instructions on using the kiosk, including call costs, payment methods, and the kiosk's address.

Telephony Unit



The telephony unit is the core component of the communication kiosk, designed for durability and accessibility.

Payment and Calls: It accepts card payments and provides free calls to emergency numbers and designated charities.

Robust Design: The vandal-resistant alphanumeric keypad and armoured cord handset ensure reliability in demanding urban environments.

Inclusive Access: Controls are positioned at a maximum height of 1060mm, meeting British Standards BS8300-1:2018 and BS-2:2018. The handset includes inductive coupling for hearing aid users.

Smart Maintenance: Remote diagnostics and monitoring capabilities guarantee consistent performance throughout its operational life.

Display – British-Made

Integrated Design and Display Features

The new communication kiosk is designed as a multi-functional unit, combining telephony and interactive touchscreen services with a high-quality LCD display for advertising and public messaging. The display measures 1635mm x 924mm and is protected by 9mm laminated safety glass, meeting British Standards for durability and safety.

Community and Economic Benefits

Beyond commercial advertising, the display supports public service alerts, health messaging, and emergency notifications at no cost to the Council. Local businesses can access discounted advertising rates, contributing to the vitality of the area and generating Business Rates revenue for local services.

Technology and Maintenance

Manufactured in the UK by a global leader with over 20 years' experience, the screens feature automated luminance control for energy efficiency and compliance with lighting standards. Remote diagnostics and a secure content management system ensure reliable operation and quick issue resolution.

Management Plan

The application includes a comprehensive Management Plan for the proposed communication kiosks. Originally prepared in 2022 and updated in 2024 in consultation with Metropolitan Police Design Out Crime Officers, the plan sets out a detailed maintenance strategy. This strategy covers weekly inspections, scheduled cleaning, and ongoing upkeep, alongside robust measures—such as design enhancements and monitoring protocols—to prevent misuse and discourage antisocial behaviour.

Community Messaging

The proposals ensure that the advertising displays within the new communication kiosks deliver tangible benefits to the community. Space will be provided at no cost to the Council for not-for-profit organisations to share essential information, including local service announcements, non-partisan electoral guidance, and public health messaging. In addition, the displays will serve as a vital channel for emergency alerts, supporting public safety and resilience.

Small Cells

The proposed communication kiosks are capable of accommodating integrated small cell connectivity, thereby enhancing mobile network performance within the surrounding area. This technology, which may be provided by any licensed infrastructure operator, can be deployed at locations where kiosks are installed and where there is an identified requirement to increase network capacity.

By incorporating small cell equipment into the kiosk structure, the proposal delivers improved digital connectivity without introducing additional street clutter or standalone infrastructure. This approach ensures efficient use of existing assets while supporting the delivery of high-speed mobile services. The integration of small cells represents a forward-looking solution to meet the growing demand for reliable connectivity, offering tangible benefits for residents, visitors, and local businesses.

International Commission on Non-Ionizing Radiation Protection (ICNIRP)

Radiofrequency electromagnetic fields (EMFs) support modern technologies such as mobile networks, Wi-Fi, and Bluetooth. Public exposure limits for RF emissions are governed by the International Commission on Non-Ionizing Radiation Protection (ICNIRP) guidelines and the EU Council Recommendation of 12 July 1999 (Ref: 1999/519/EC).

The proposed communication kiosk has been designed and installed in full compliance with these standards, ensuring that exposure levels remain within safe limits (0 Hz to 300 GHz) in all publicly accessible areas.

A formal Declaration of Conformity with RF Exposure Guidelines (formerly the "ICNIRP Declaration") is available upon request.

Trees for Cities

Across Britain, an average of 58 street trees are removed every day, with approximately 150,000 lost since 2010. This decline has significant environmental and social consequences: poorer air quality, increased flood risk, and rising urban temperatures caused by the heat island effect. With 80% of the population living in towns and cities, the absence of trees adversely impacts physical and mental health and erodes the vital connection between people and nature.

To address this challenge, the applicant has partnered with Trees for Cities, a leading charity dedicated to creating greener urban environments. This partnership ensures not only the planting of new street trees but also their long-term care and maintenance. Since October 2016, this initiative has delivered measurable benefits to communities across the UK. For every communication kiosk installed, one tree will be planted in an appropriate urban location, contributing to cleaner air, improved biodiversity, and enhanced streetscape quality.

Through this collaboration, the proposal supports national and local policy objectives for sustainable development, delivering environmental improvements alongside social and economic benefits. By integrating tree planting with infrastructure upgrades, the applicant demonstrates a commitment to creating healthier, more resilient urban spaces for present and future generations.

Defibrillator



Each year, more than 30,000 out-of-hospital cardiac arrests occur in the UK, yet fewer than one in ten individuals survive. Immediate intervention is critical: every minute without CPR and defibrillation reduces survival chances by up to 10%. A defibrillator delivers an electric shock to restart the heart, bridging the gap until emergency services arrive.

Survival rates underscore the importance of proximity and response time:

- Within 100 metres of an AED: 37.1% survival
- Within 200 metres: 22% survival
- Within 300 metres: 12.8% survival

Time is equally vital:

- AED applied within 5 minutes: 35.2% survival
- Between 5–10 minutes: 36.6% survival
- Beyond 10 minutes: 28.4% survival

In the event of cardiac arrest, the recommended sequence of actions is:

1. Call 999
2. Commence chest compressions
3. Locate and use a defibrillator

To support this life-saving intervention, NWP has partnered with a leading charity to integrate defibrillators into its communication kiosks. Each unit will be registered on The Circuit – the

national defibrillator network, ensuring its precise location is known to ambulance services and enabling rapid deployment during emergencies. This initiative reflects NWP's commitment to public health, safety, and community resilience.

Endorsement of NWP Communications Kiosks

The proposed communication kiosks deliver a significant enhancement in both visual amenity and functionality. This improvement has been consistently recognized in planning decisions across the UK. For example, in Hillingdon, an Inspector noted that replacing the outdated phone box with a modern kiosk would "introduce a more appropriate, contemporary feature and improve visual amenity" (PINS Ref: APP/R5510/Z/16/3157043).

Similarly, in Kensington and Chelsea, approval for 19 kiosks was granted on the basis that the new design would "improve the area's appearance" and integrate with existing street furniture (PINS Ref: APP/K5600/W/17/3190377).

Middlesbrough Council also confirmed that the proposed kiosks align with the National Planning Policy Framework and local policies, complementing the street scene without compromising highway safety (Plan Ref: 22/0734/FUL).

These decisions demonstrate that the design and functionality of NWP kiosks support national and local development objectives, delivering tangible benefits to the public realm.

Development Control Framework

Under Section 70(2) of the Town and Country Planning Act 1990, planning authorities must consider:

- The provisions of the development plan relevant to the application.
- Any local finance considerations.
- Other material considerations.

Similarly, Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that decisions are made in accordance with the development plan unless material considerations indicate otherwise.

The display of advertisements is governed by the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, which apply a lighter-touch consent process. Local Planning Authorities (LPAs) must exercise their powers in the interests of:

- Amenity – taking account of the general characteristics of the locality, including any historic, architectural, or cultural features.
- Public Safety – ensuring that advertisements do not create hazards.

Development plan policies are material to the assessment but cannot alone determine the outcome.

Unlike most advertisement proposals, this application involves a free-standing communications kiosk. This introduces additional considerations beyond standard amenity and safety factors. The kiosk's design, functionality, and integration into the streetscape should therefore be assessed holistically, reflecting its combined planning merits and contribution to the public realm.

National Policy

National Planning Policy Framework (NPPF)

The National Planning Policy Framework (NPPF) sets out the governments planning policies for England and how they should be applied. The NPPF provides a framework for local-policy makers and is a material consideration in the decision-making process, with a presumption towards sustainable development. Sustainable development is defined in the NPPF as "meeting the needs of the present without compromising the ability of future generations to meet their own needs." (para 1.16). To achieve sustainable development, the NPPF states three overarching interdependent objectives, which should be mutual pursued. The NPPF details in Para 1.17 the details of each objective:

"a. An economic objective – to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure;

b. A social objective – to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering well-designed, beautiful and safe places, with accessible community facilities, public service infrastructure and open spaces that reflect current and future needs and support communities' health, social and cultural well-being; and

c. An environmental objective – to support efforts to mitigate and adapt to climate change, including moving to a low carbon economy; and to protect and enhance our natural, built and historic environment, including making effective use of land, improving biodiversity, using natural resources prudently, and minimising waste and pollution."

The NPPF seeks to enable businesses to invest, expand and adapt in a way that reflects the opportunities, challenges, and characteristics of different areas, whilst supporting long-term economic growth locally and nationally. Policy E1 encourages "sustainable economic growth in both urban and rural areas" as well as stating that "plans should take into account both local business needs and wider needs and opportunities for economic growth". Furthermore, Policy E2 confirms that substantial weight should be given to the economic benefits of commercial development proposals which allow businesses to invest, expand and adapt, particularly where they support the economic vision and strategy for an area and contribute towards long-term economic growth.

The NPPF guidance for planning healthy and safe communities seeks to "to promote the creation of healthy and inclusive places, and the provision, retention and enhancement of appropriate community facilities and public service infrastructure" as detailed in HC1. HC4 also details that substantial weight should be given to proposals that would provide new or improved facilities for the public or community, and that would contribute towards promoting good health.

Policy DM7 in the NPPF confirms that development proposals should be assessed based on whether they represent an acceptable use of land. While matters controlled through separate regulatory regimes may be material where they have land-use implications, decision-makers should assume that such regimes will operate effectively unless there is clear evidence to the contrary. Accordingly, planning decisions should not duplicate or extend controls imposed by separate regulatory regimes, and the parallel processing of any necessary consents is encouraged where this can assist in the timely delivery of development.

Where heritage assets may be affected, the proposal should be assessed having regard to the significance of those assets and the contribution they make to the character and quality of the area. In line with national policy, consideration should be given to the wider social, cultural,

economic and environmental benefits of conserving the historic environment, ensuring that any impact on heritage significance is appropriately understood and that opportunities to conserve or enhance heritage assets are realised where possible, as detailed in HE1.

Detailed in CO1 of the NPPF, it is stated that for proposals for telecommunications infrastructure, "substantial weight should be given to the benefits of maintaining or improving network coverage". When assessing these proposals, "local planning authorities should not require minimum distances to be maintained between telecommunications infrastructure and other development, seek to prevent competition between different operators, question the need for the expansion or upgrading of telecommunications networks, or use health safeguarding standards different from the International Commission guidelines on non-ionising radiation protection."

New World Payphone (NWP) kiosks provide communications infrastructure and support digital connectivity within towns and city centres. Policy CO1 states that substantial weight should be given to the benefits of maintaining or improving network coverage and advises that planning authorities should not seek to prevent competition between operators or question the need for network expansion and upgrading. In addition to telecommunications functions, modern digital kiosks can provide public information, wayfinding, emergency contact facilities and local information services, contributing to the accessibility and functionality of the public realm. The proposed advertisements are integrated within infrastructure that delivers public communications benefits whilst supporting investment in digital networks.

Planning Policy Guidance (PPG)

Planning Policy Guidance (PPG) provides clarity on how planning systems operate within the framework of national policy and regulations. For this application, two key areas are Advertisements and Heritage.

Advertisements

This application requires express advertisement consent, as it falls outside the classes set out in Schedules 1 and 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. All advertisements must comply with the standard conditions in Schedule 2:

1. No advertisement may be displayed without the permission of the site owner (including the highway authority if on highway land).
2. Advertisements must not obscure or hinder interpretation of official road, rail, waterway, or aircraft signs, or otherwise create hazards.
3. Advertisements must be maintained so as not to impair the visual amenity of the site.
4. Any hoarding or structure used for displaying advertisements must be kept in a condition that does not endanger the public.
5. If an advertisement is removed, the site must be left safe and visually acceptable.

Under Regulation 3, local planning authorities must control the display of advertisements in the interests of amenity and public safety, taking into account the development plan and other relevant factors.

Amenity

"Amenity" is not exhaustively defined in the Regulations but includes aural and visual qualities of the locality (Regulation 2(1)). Relevant factors include the general characteristics of the area and the presence of historic, architectural, or cultural features (Regulation 3(2)(a)).

In practice, amenity refers to the effect on visual and aural quality in the immediate neighbourhood where residents or passers-by will notice the advertisement. When assessing amenity, authorities consider whether the proposal is in scale and in keeping with its surroundings. For example:

- A large poster hoarding may be refused if it dominates a group of listed buildings.
- The same hoarding may be acceptable in an industrial or commercial area where it does not harm visual amenity.

Public Safety

Advertisements are designed to attract attention, but those placed where drivers must exercise extra care—such as junctions, roundabouts, pedestrian crossings, or approaches to low bridges—pose greater risks. Safety concerns are reduced when advertisements:

- Are located in commercial or industrial areas.
- Take the form of shop fascia signs, name boards, or standard poster panels.
- Are not positioned on skylines.

The proposed kiosks have been designed to respect both amenity and public safety by integrating digital displays within a compact structure, avoiding clutter and ensuring compliance with national standards.

Heritage

Under the National Planning Policy Framework (NPPF), any development near a heritage asset must be assessed in terms of its significance and the likely effect on its amenity. The Planning Practice Guidance (PPG) supports this approach and promotes proportionate, appropriate development.

Definition of Significance

The NPPF defines significance as *"the value of a heritage asset to this and future generations because of its heritage interest."* Significance derives not only from the asset's physical presence but also from its setting—the surroundings that contribute to its character and appreciation.

Assessment Requirements

Heritage assets may be affected by direct physical change or by alterations to their setting. A full assessment should be undertaken at an early stage to inform the development process. The extent and importance of setting are often expressed through the visual relationship between the asset and the proposed development, including associated visual and physical considerations.

Balancing Harm and Public Benefit

If harm is identified, it must be weighed against the public benefits of the proposal. In this case, the economic, social, and environmental objectives—aligned with national and local policy—deliver benefits that serve the wider community.

Streetscape Guidance

The installation of street furniture, including communication kiosks, must be carefully planned to safeguard pedestrian movement and maintain the quality of the streetscape. A coordinated approach is essential to ensure that kiosks complement existing infrastructure rather than create

unnecessary obstructions. This proposal adopts such an approach, aligning with both national and local guidance to deliver inclusive, accessible public spaces.

National Guidance – Department for Transport

The Department for Transport's *Inclusive Mobility: A Guide to Best Practice on Access to Pedestrian and Transport Infrastructure* (December 2021) sets clear standards for footpath widths:

- Preferred width: 2000mm under normal circumstances.
- Minimum acceptable width: 1500mm where space constraints exist.
- Absolute minimum width: 1000mm, limited to a maximum length of 6 metres to prevent prolonged restrictions.

These standards ensure that pedestrian movement remains safe and convenient, even in areas with high footfall.

Local Guidance – Transport for London

Transport for London's 2022 Streetscape Guidance, while London-specific, provides principles relevant to urban centres nationwide. It identifies four distinct footway zones:

- Kerb Zone: Minimum clearance of 450mm from the carriageway edge to prevent vehicle overhang damage.
- Furniture and Planting Zone
- Footway Clear Zone: Must remain unobstructed for pedestrian movement.
- Frontage Zone

TfL recommends:

- Preferred minimum unobstructed width: 2000mm.

- Minimum acceptable width: 1500mm.
- Absolute minimum width: 1000mm.

These standards ensure safe, inclusive pedestrian routes while accommodating essential street furniture.

Commitment to Compliance and Streetscape Quality

This proposal guarantees compliance with these standards. Each kiosk will be positioned to maintain at least the minimum acceptable width for pedestrian movement, ensuring accessibility for all users, including those with mobility impairments. Where existing telephone boxes are redundant or compromise streetscape quality, the applicant will work collaboratively with highway authorities to relocate or remove units, preserving adequate service coverage and enhancing the public realm.

By adhering to best practice guidance, the proposed kiosks will:

- Protect pedestrian safety and comfort.
- Support inclusive mobility and accessibility.
- Deliver essential communication infrastructure without compromising streetscape quality.
- Contribute to a coordinated, attractive urban environment.

This approach reflects a commitment to sustainable development and aligns with national and local policy objectives for creating safe, vibrant, and accessible public spaces.

UK Digital Strategy (October 2022)

Digital technology has already transformed our lives—and its influence will only grow. The UK's economic strength, job creation, productivity, national security, and global competitiveness all depend on continued success in the digital sector.

The UK Digital Strategy identifies four foundational pillars for building a vibrant and resilient digital economy. The first is robust digital infrastructure—the backbone of a thriving digital society. Every part of the UK must have world-class, secure infrastructure that ensures people can access the connectivity and services they need, wherever they live, work, or travel.

The Government's goal is clear: universal access to reliable digital connectivity to support growth, innovation, and inclusion in an increasingly connected world.

London Plan

The London Plan sets out regional policy for development with the nation's capital city. The guidance supports both national and local policy, with many similar desired outcomes. Throughout the London Plan, there is an overarching stance towards supporting Sustainable Infrastructure (Chapter 9). Further, the need for a vibrant and growing urban economy is covered in Chapter 6. The London Plan further develops upon the need to establish viable and inclusive town centres and high streets, which is included within Chapter 2, in particular Policy SD6. Policy S16 details guidance on Telecommunication development and digital connectivity, which is a key focal point within London, especially those are-as which are lacking high-speed connectivity. Lastly, the London Plan proposes the need to ensure places within London are well designed and reflective of the local environment. This is a matter which both enhances the economic viability of an area while also respecting the historical character and any identified heritage assets. The design guidance is detailed in Chapter 3 while the heritage and cultural outcomes are encompassed within Chapter 7 of the London Plan.

Local Policy

The installation of a communication kiosk within the London Borough of Haringey must be understood within the framework of the borough's adopted and emerging planning policies. Haringey's Local Plan (2017), Development Management DPD, and the emerging consolidated Local Plan to 2041 collectively emphasise high-quality design, heritage sensitivity, and the delivery of a safe, inclusive public realm. The borough's current Local Plan sets out how land should be used to create healthier, fairer and more sustainable places, and continues to form the basis for decision-making until the new plan is adopted.

In relation to design and character, Policy SP11 requires all development to enhance and enrich the built environment, with particular emphasis on respecting local context, historic significance and contributing to a strong sense of place. The proposed communication kiosk aligns well with these principles. Its contemporary form and durable materials replace outdated telephone boxes and reduce visual clutter, assisting in improving the surrounding streetscape. The compact and restrained design integrates comfortably into various locations across the borough without overwhelming existing buildings or harming townscape character. This approach is further supported by the emerging Local Plan's design-led strategy, which promotes high-quality, inclusive and climate-resilient design that reflects and responds to local character.

More detailed design controls in the Development Management DPD reinforce this context-driven approach. Policy DM1 requires high-quality design that responds positively to surroundings and integrates well with existing built form, expectations clearly met by the kiosk's modest height, slender profile and functional yet unobtrusive appearance. DM7 on infill development stresses the need for new structures to be sensitively incorporated into their immediate context, a requirement fully compatible with the kiosk's limited footprint and low visual impact.

Public realm considerations are central to both SP11 and Haringey's emerging planning direction. Policy SP11 encourages the creation of safe, legible and inclusive public spaces that promote natural surveillance and reduce fear of crime, factors directly addressed in the kiosk's open-sided design, which maintains visibility and avoids creating enclosed or unsupervised corners. The Draft Local Plan further emphasises the importance of enhancing public spaces and fostering vibrant, welcoming neighbourhoods. The kiosk makes a positive contribution by providing wayfinding services, emergency access, and local information, all of which reinforce pedestrian comfort and public engagement.

Policy DM3 of the Development Management DPD requires public realm improvements that support pedestrian movement and enhance overall streetscape quality. The communication kiosk maintains required footway widths, reduces clutter through the removal of obsolete telephone boxes, and incorporates clear, user-friendly features that support accessible public use. Furthermore, DM5, which safeguards locally significant views and vistas, is respected through the kiosk's restrained scale and careful positioning that avoids visual obstruction.

Where heritage considerations apply, Haringey's planning framework requires sensitivity and proportionate assessment. The Draft Local Plan highlights heritage as central to local identity, wellbeing and cultural value, calling for development that conserves significance and reinforces placemaking rooted in historic character. Policy DM9 takes this further by requiring development to preserve or enhance the significance of heritage assets and their settings. The kiosk's clean, modern design avoids competing with historic buildings and contributes positively by replacing visually intrusive and outdated structures, often improving the setting of nearby heritage assets.

The advertising element of the kiosk must comply with Policy DM8, which governs shopfronts, signs and associated street furniture. DM8 requires advertisements to protect visual amenity,

avoid clutter, and ensure public safety. The kiosk's integrated digital display achieves this by consolidating signage into a single, well-contained unit rather than introducing additional or detached advertising structures. Its controlled luminance, appropriate scale and modern appearance support local high street character and meet the borough's objective of enhancing rather than detracting from the surrounding environment. The emerging Local Plan also encourages improvements to shopfronts and high street presentation, an ambition that the kiosk supports by offering opportunities for community messaging and safety alerts within a well-designed and coordinated structure.

Overall, the proposed communication kiosk performs strongly against Haringey's adopted and emerging policy framework. It enhances local character, improves the public realm, respects heritage settings, and integrates advertising in a manner that maintains visual amenity. By replacing ageing infrastructure and offering modern community-focused services, the kiosk delivers clear public benefits while aligning closely with strategic planning objectives across the borough.

Borough Strategy

NWP Street Ltd proposes to remove a number of the existing telephone box estate followed by the installation of a relatively small communication kiosk estate across the London Borough of Haringey which is fully considered as in line with National and Local aims. The four proposed communication Kiosks are set within the busy urban centres where the need for communication infrastructure has an increased requirement. Therefore, holistically, the telecommunication provision will support the need for a base level coverage across London Borough of Haringey, in particular the busier urban centres while respecting the overall character and heritage assets. As a result of the thorough development proposal, the residents and visitors to the borough will be able to benefit from the new communication kiosks and public benefit.

Sites to be Removed

o/s 184 Tottenham Lane, N8 8SG



o/s 15-17 Ferme Park Rd, N4 4DS



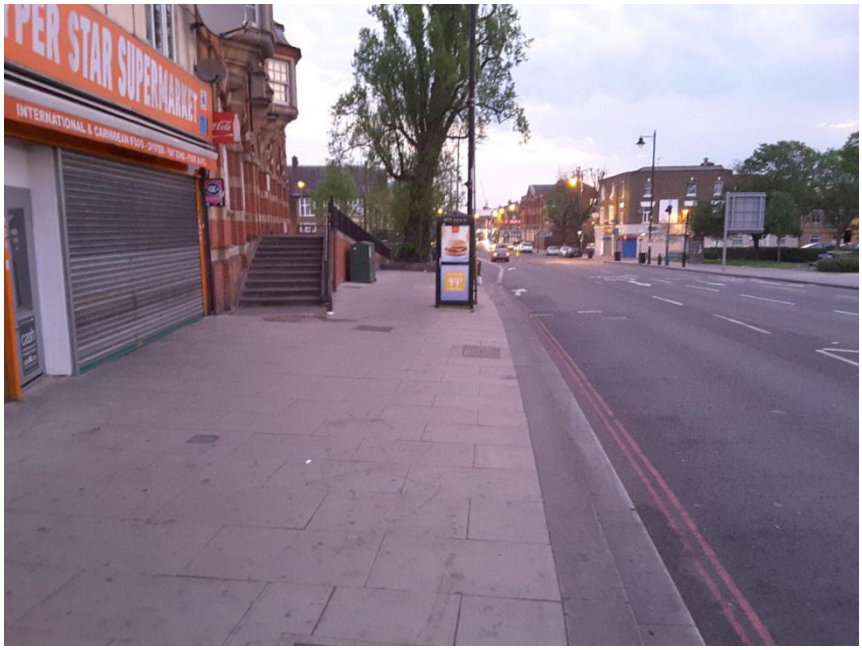
o/s 21 Salisbury Rd, N22 6NL



o/s 205 Phillip Lane, N15 4HL



o/s 391 High Rd, N17 6QN



o/s 201 Mount Pleasant Rd, N17 6JH



o/s 838 High Rd, N17 0EY



Site Assessments

CK0189 - Site 1: Land outside 1 Crouch End Hill, N8 8DL

The site is located along Crouch End Hill, within a busy and well-established part of Crouch End that features a mix of commercial frontages, residential buildings, and consistent pedestrian activity. This area forms a vibrant local centre where Haringey's planning policies encourage high-quality, context-responsive development that supports a safe and attractive public realm. The Local Plan requires development to enhance the built environment and respect local character, an approach reinforced by policies SP11 and DM1, which call for design that integrates positively with its surroundings and contributes to local distinctiveness. The proposed communication kiosk achieves this through its modest scale, slender profile, and contemporary but restrained appearance, enabling it to sit comfortably within the existing streetscape.

The scheme also aligns with policies aimed at improving the borough's public realm. Replacing outdated telephone boxes with a single, compact kiosk reduces visual clutter and preserves clear pedestrian routes, in line with DM3 and nationally recognised Inclusive Mobility and Streetscape principles. The kiosk maintains required footway widths, ensuring safe and accessible pedestrian movement within this busy centre.

The proposal delivers meaningful public benefits. The kiosk provides essential telephony services at a time when a significant number of residents still rely on public call facilities, and when emergency calls continue to be made from such infrastructure. The inclusion of an integrated defibrillator further strengthens the case for public benefit, supporting rapid emergency response in an area of high footfall, a measure known to improve survival rates during cardiac arrest.

Additional community functions, including wayfinding, local information, and emergency contact details via the interactive screen, reinforce the kiosk's role as a public-facing utility. Its integrated digital display also provides space for community messaging and emergency alerts at no cost to the Council, while offering appropriate and well-controlled advertising opportunities that comply with DM8.

Through its partnership with Trees for Cities, the installation also secures environmental benefits by ensuring that a new urban tree is planted for every kiosk installed, an outcome that aligns with the borough's sustainability objectives and national policy aims for greener, climate-resilient urban environments.

Overall, the proposed kiosk represents a well-integrated and policy-compliant piece of modern street furniture. It respects the area's character, enhances the public realm, and delivers a range of social, environmental, and economic benefits that support both local and national planning objectives.

CK0190 - Site 2: Land outside 48 Grand Parade, N4 1AG

The site sits along Grand Parade, a busy commercial frontage within a well-frequented part of Haringey characterised by active retail uses, consistent pedestrian movement, and a varied but coherent townscape. Development in this area is expected to respond positively to local character and contribute to a high-quality public realm, in line with Local Plan Policies SP11 and DM1, which require proposals to enhance the built environment and integrate sensitively with surrounding form and activity. The kiosk's modest scale, slender design, and contemporary but restrained appearance enable it to sit comfortably within this mixed urban setting without detracting from existing shopfronts or the established rhythm of the street.

Replacing older telephone boxes with a single compact unit reduces visual clutter and improves streetscape quality, supporting Policy DM3 and national Inclusive Mobility guidance. The kiosk's siting ensures that required pedestrian clearances are maintained, preserving safe and accessible movement along this well-used stretch of pavement.

The installation provides several public benefits. Essential telephony remains important for residents without reliable mobile access, and emergency calls continue to be made from public communication infrastructure. The kiosk also incorporates an automated external defibrillator, offering a significant public health benefit in an area with substantial footfall, where rapid access to life-saving equipment can meaningfully improve survival rates in the event of cardiac arrest.

Additional functions, such as wayfinding, local information, and emergency contact details, further enhance its role as a community asset. The integrated digital display provides controlled advertising alongside space for public messaging and safety alerts at no cost to the Council, aligning with Policy DM8, which seeks well-designed, unobtrusive advertisement structures that avoid clutter and safeguard amenity.

The proposed installation also supports environmental objectives. Through the partnership with Trees for Cities, the kiosk secures the planting of a new urban tree elsewhere in the borough, contributing to greener streets and local environmental resilience in accordance with wider sustainability aims.

Overall, the communication kiosk at 48 Grand Parade represents a well-integrated, policy-compliant piece of modern street furniture. It accords with local and national objectives for high-quality design, improved public realm, and enhanced community infrastructure, while delivering meaningful social, environmental, and economic benefits to this busy district centre.

CK0191 - Site 3: Land outside 286 West Green Rd, N15 3QR

The site on West Green Road lies within a busy and well-established part of Haringey, characterised by active commercial units, residential properties, and a steady flow of pedestrian movement. As with other district centres in the borough, development in this location is expected to respond positively to local character and contribute to a high-quality public realm. Policies SP11 and DM1 require proposals to enhance the built environment and integrate sensitively with their surroundings, objectives that the kiosk meets through its modest scale, slender profile, and contemporary but understated appearance, enabling it to sit comfortably within the mixed urban context.

The proposal also supports public realm policies aimed at improving pedestrian experience. Replacing older telephone boxes with a single modern kiosk removes unnecessary street clutter and assists in maintaining clear pedestrian routes in accordance with DM3 and national Inclusive Mobility and Streetscape guidance. The kiosk's siting preserves required footway widths, ensuring safe and accessible movement for all users along this busy corridor.

The installation brings tangible public benefits. The kiosk provides essential telephony services, which remain necessary for residents without reliable mobile access and for those making emergency calls, a continuing and well-documented need. The inclusion of an integrated defibrillator significantly enhances public safety by enabling rapid emergency response in an area of regular footfall, supporting survival rates during cardiac arrest.

The kiosk also functions as a valuable community information point. Its interactive touchscreen offers wayfinding, local area information, and emergency contact details, improving legibility and supporting the day-to-day needs of residents and visitors. Meanwhile, the integrated digital display provides a controlled platform for community messaging and public information at no

cost to the Council, alongside carefully managed advertising that complies with DM8's requirements for visual amenity and safety.

Environmental benefits are also secured through the applicant's partnership with Trees for Cities, ensuring that a new urban tree is planted for each kiosk installed. This supports borough-wide objectives for greener, climate-resilient environments and contributes to long-term streetscape enhancement.

Overall, the proposed communication kiosk is a well-integrated and policy-compliant addition to West Green Road. It respects local character, improves the public realm, and provides meaningful social, environmental, and economic benefits, fully aligned with both local and national planning objectives.

CK0192 - Site 4: Land outside Chisley Rd o/s Twyford House, N15 6PA

The site is located outside Twyford House on Chisley Road, within a mixed residential and urban area of Haringey where consistent pedestrian activity and established townscape patterns shape the character of the local environment. As with other busy neighbourhoods in the borough, development in this location is expected to contribute positively to local character and reinforce a high-quality public realm. Haringey's policies SP11 and DM1 emphasise the need for development to enhance the built environment, integrate sensitively with surrounding form, and respect local distinctiveness, criteria that the proposed kiosk satisfies through its modest scale, slender profile, and contemporary but unobtrusive design.

The replacement of outdated telephone boxes with a single, modern kiosk reduces visual clutter and improves the efficiency of the streetscape. This supports Policy DM3, which seeks clear and accessible pedestrian routes, and aligns with national Inclusive Mobility and Streetscape

guidance. The kiosk's positioning ensures required footway widths are preserved, maintaining safe and unobstructed movement for residents and visitors along this section of Chisley Road.

The kiosk will deliver important public benefits. Essential telephony remains necessary for individuals without reliable mobile access, and evidence shows that emergency calls continue to be made from public communication infrastructure. The inclusion of an integrated defibrillator provides a strong public health benefit, ensuring rapid access to life-saving equipment in an area with consistent pedestrian footfall, an intervention proven to increase survival rates in cardiac arrest cases.

Further community value is delivered through the interactive touchscreen, which offers wayfinding, local information, and emergency contact details, supporting the day-to-day needs of local residents and improving legibility within the area. The integrated digital display provides controlled advertising opportunities alongside space for community messaging and public alerts at no cost to the Council, in line with DM8's requirements for well-designed, unobtrusive advertisement structures that safeguard visual amenity.

The proposal also provides environmental benefits through the applicant's partnership with Trees for Cities, ensuring that a new urban tree is planted for each kiosk installed. This supports Haringey's sustainability aims and contributes to a greener, more resilient urban environment.

Overall, the communication kiosk represents a well-integrated, policy-compliant enhancement to the streetscape outside Twyford House. It respects the area's character, improves the public realm, and delivers a wide range of social, environmental, and community benefits aligned with local and national planning objectives.

Suggested Conditions

To ensure compliance with the agreed operation and address potential concerns regarding visual amenity and public safety, the following conditions are recommended for inclusion in the decision notice. These conditions align with the six tests set out in the National Planning Policy Framework (NPPF) and incorporate the standard requirements specified in Schedule 2 of the Town and Country Planning (Control of Advertisements) Regulations 2007.

Conditions

1 - That the display of the advertisement (s) shall be permitted for a period of five years from the date of this decision.

2 – The Standard Conditions (Schedule 2, Regulation 2(1))

2.1. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

2.2. No advertisement shall be sited or displayed so as to—

(a)endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(b)obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or

(c)hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

2.3. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

2.4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

2.5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: The conditions are imposed by virtue of the Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

3 - There shall be no moving images, animation, video or full motion images displayed unless otherwise permitted by this consent.

Reason: In the interests of amenity and in order to retain effective planning control.

4 - In the hours of darkness, the advertisement display luminance shall be no greater than 300cd/m2 in accordance with the recommended maximum night-time luminance value set out in Table 10.4 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m2.

Reason: In the interests of amenity, public safety and in order to retain effective planning control

5 - In daylight hours, the advertisement display luminance shall be controlled in order to reflect ambient light conditions (to ensure it is neither too bright or too dull), and shall at all times be no greater than the recommended maximum daytime luminance values set out in Table 10.5 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m2.

Reason: In the interests of amenity, public safety and in order to retain effective planning control.

6 - Unless otherwise permitted, the minimum display time for each advertisement shall be 10 seconds and the advertisement shall not include any features which would result in interactive messages / advertisements being displayed.

Reason: In the interests of amenity, public safety and in order to retain effective planning control.

7 - The interval between successive advertisements shall be no greater than 1 second and the complete display shall change without effect. The display to include a mechanism to default to a blank or black screen in the event of malfunction, or if the advertisement is not in use.

Reason: In the interests of amenity, public safety and in order to retain effective planning control

Conclusion

The joint application for planning permission and advertisement consent for installing four communication kiosks in London Borough of Haringey will deliver significant public benefits. Each kiosk combines durable materials with British design heritage, creating functional and visually appealing street furniture. This also includes the removal of seven existing telephone boxes.

These installations will enhance streetscape quality and provide essential telecommunication services, particularly for individuals without mobile access. By improving connectivity and supporting emergency access, the kiosks contribute to safer, more inclusive urban environments.

In partnership with Trees for Cities, the proposal aligns with national and local sustainability policies, delivering economic, social, and environmental benefits. We believe this initiative supports the objectives of the National Planning Policy Framework and local development plans.

For further details, please contact us using the information provided.