

Leicester  
City Council

**PLANNING AND DEVELOPMENT CONTROL  
COMMITTEE**

**WARDS AFFECTED**  
Castle, Westcotes, Western, Saffron

**21st June 2023**

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**SUBMISSION TO THE SECRETARY OF STATE FOR RENEWAL OF A DIRECTION UNDER REGULATION 7 OF THE TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND) REGULATIONS 2007 THAT REMOVED DEEMED CONSENT RIGHTS FOR THE DISPLAY OF 'TO LET' BOARDS FOR RESIDENTIAL PROPERTIES WITHIN SPECIFIC AREAS OF THE CITY OF LEICESTER**

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**Report of the Director of Planning, Development and Transportation**

**1. PURPOSE OF REPORT**

- 1.1 This report is to inform the Committee and seek any comments that would be taken into account whilst a decision would be made under delegated powers by the Director of Planning, Development and Transportation to submit an application to the Secretary of State for Levelling Up, Housing and Communities to renew an existing Direction ('the Regulation 7 Direction') made under Regulation 7 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the Regulations'). The Regulation 7 Direction made on 9th February 2018, restricts deemed consent for the display of residential letting boards ("to let' boards") in some streets in the Castle, Knighton, Saffron and Westcotes Wards.
- 1.2 A consultation with stakeholders has been carried out.
- 1.3 The Regulation 7 Direction facilitates more formal advertisement control over the display of 'to let' boards within defined areas covered by the Regulation 7 Direction and allows the City Council to restrict the proliferation of 'to let' boards in those areas through the subsequent design and adoption of localised guidance as to what would be considered to be acceptable.
- 1.4 A 'Landlords Guidance' pack containing the Regulation 7 Direction, maps of the affected streets and localised guidance and is attached at **Appendix 1**.

## **2.0 RECOMMENDATION**

- 2.1 That the committee notes that an application for the renewal of a Direction under Regulation 7 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 to retain control of the display of 'to let' advertisements within the existing areas of control in the Castle, Knighton, Saffron and Westcotes Wards for period of five years will be submitted.
- 2.2 That, subject to the Secretary of State's approval, the Director of Planning, Development and Transportation and the Head of Planning would be taking all necessary steps in order for the Direction to take effect and to operate in the designated areas.

## **3.0 REASONS**

- 3.1 To continue the success of the current management of residential 'to let' boards in the interests of the amenity of the areas concerned and prevent the return of the visual clutter caused by the proliferation of residential 'to let' boards that formerly existed in those areas.
- 3.2 To ensure that the requirements of the Direction are realised.

## **4.0 SUMMARY**

- 4.1 The City Council had received numerous reports from local residents during the early and mid-2010s about the high numbers of 'to let' boards that were displayed on properties near to Leicester University, De Montfort University and Leicester Royal Infirmary, and the apparent permanence of those displays. The Council had conducted two public consultations to assess the scale and extent of the issue.
- 4.2 The outcome of the first consultation (in June 2013) supported introduction of a voluntary Code of Practice to seek to control the advertising, which was trialled with letting agents in the areas affected however the aims of the Code of Practice were largely ignored.
- 4.3 The outcome of the second consultation (in April 2015) showed that the majority of respondents felt it appropriate for the Council to have more formal control over these advertisements.
- 4.4 In February 2016, a decision was made to apply for the Regulation 7 Direction.
- 4.5 The application was submitted to the Secretary of State in June 2016. The Regulation 7 Direction was made on 9th February 2018, subject to amendments and removal of some areas on the recommendation of an Inspector appointed to assess the merits of the application.
- 4.6 The Regulation 7 Direction was implemented on 2nd July 2018, accompanied by an advisory Code of Practice giving localised guidance on acceptable alternative advertisement. The Regulation 7 Direction is due to expire on 1st July 2023.

## 5.0 CONTEXT

5.1 Leicester is home to two major Universities, the University of Leicester and De Montfort University.

5.2 Policy commentary from latest evidence on housing need states:

*In 2019 there were 8,389 'student exempt properties' which do not have to pay council tax because of being all-student households in the Leicester. At the time of the 2011 Census there were 5,604 private sector dwellings occupied by all student households in Leicester, at an average occupancy of 2.5 students per dwellings. On this basis, there has been a very significant growth in the number of students occupying private sector dwellings in Leicester, which will have increased the pressure on the housing stock of the city particularly as there has also been a growth in households in receipt of housing benefit in the private rented sector and a growth in households renting privately.*

*Between 2015 and 2019 the Council granted planning permission for nearly 4,000 student bedspaces. The impact of COVID 19, and Brexit is still not clear for the university sector, but if these effects limit the growth of student numbers in Leicester, then fewer student bedspaces will be required. Therefore, the case for additional student bedspaces in Leicester is now less pressing than was found in the 2019 LHNA.*

*The study also notes that in areas with large student population like Leicester, many recent graduates will not form their own household immediately but will instead share properties with other young adults.*

5.3 In the designated areas (as shown in **Appendix 1**), whilst there has been a fall in the number of houses occupied by students as they move to purpose-built blocks, a high percentage of properties are still occupied as houses in multiple occupation ('HMOs') with an associated transient population. This was evidenced by analysis in 2021 relating to the maintenance and extension of the existing Article 4 areas to restrict the development of new HMOs which coincide with the Regulation 7 Direction areas.

5.3 Since the Regulation 7 Direction was implemented, there has been a significant reduction in illegally displayed 'to let' boards which has led to a substantial and ongoing improvement in the appearance of the affected areas. It is considered that the removal of 'deemed consent' coupled with localised guidance on acceptable alternative advertisement to have been successful.

5.4 There is no compelling evidence to support that the area covered by the Regulation 7 Direction should be expanded as reports of illegal displays of 'to let' boards has dropped over the City overall and informal monitoring has shown that no further areas of the City have become problematic in terms of illegal displays.

## **Effect of Regulation 7 Direction**

- 5.5 In surveys undertaken in 2013 that preceded the initial application to the Secretary of State, 452 boards were found to be on display in the areas subsequently affected by the Regulation 7 Direction. In surveys undertaken in September/October 2022, there were 26 (and three others were reported separately). In each case, the advertiser was contacted and the boards were removed.
- 5.6 The Regulation 7 Direction affects 101 streets, in the Castle, Knighton, Saffron and Westcotes Wards. Some resistance to the Regulation 7 Direction's implementation was initially received from one or two letting agents but after a 'settling in' period, illegal displays have significantly reduced. Immediately after the Regulation 7 Direction was implemented in 2018, 11 boards were found on display July-December 2018, via a combination of reports received and street surveys. In 2019, the first full year of the Regulation 7 Direction, 70 boards were found on display via a combination of reports received and street surveys. In 2020, nine boards were found to be on display and in 2021, only seven, all of which during those two years were reported only by third parties. Formal street surveys were not carried out. In 2022 overall, 29 boards were found on display, three of which were reported to the Council and 26 found via street surveys. **Appendix 2** provides further details of 'Street Surveys'.
- 5.7 The effect of introduction of the Regulation 7 Direction and the advisory Code of Practice is that if landlords display residential 'To Let' boards at the affected addresses in accordance with the Code of Practice, it would not be considered expedient to take prosecution action. If alternatives are required, an application must be made for advertisement consent, however, only those matching the requirements of the Code of Practice would be likely to be considered acceptable.
- 5.8 No applications have been received and it has not proven necessary to undertake any prosecutions.
- 5.9 It appears that letting agents are effectively policing themselves, as most of the reports of illegal displays have been received from competitor letting agents.

## **6.0 POLICY CONTEXT**

- 6.1 Paragraph 136 of the National Planning Policy Framework 2021 states that the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.
- 6.2 Policy CS03 of the Leicester Core Strategy adopted in 2010 states that the Council will require high quality, well designed developments that contribute positively to the character and appearance of the local natural and built

environment. The policy sets out design objectives for urban form, connections and access, public spaces, the historic environment, and 'Building for Life'.

- 6.3 *Student Housing SPD* – Section 3 of the Student Housing SPD contains a commitment to investigate options available through the planning process to deal with to let boards.

### **Underlying Legislative Planning Powers**

- 6.4 The display of 'to let' boards is controlled by Schedule 3, Part 1, Class 3A of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 which states that adverts relating to the sale or letting of a property can be displayed subject to the following conditions:

- (1) *Not more than one advertisement, consisting of a single board or two joined boards, is permitted; and where more than one advertisement is displayed, the first to be displayed shall be taken to be the one permitted.*
- (2) *No advertisement may be displayed indicating that land or premises have been sold or let, other than by the addition to an existing advertisement of a statement that a sale or letting has been agreed, or that the land or premises have been sold or let, subject to contract.*
- (3) *The advertisement shall be removed within 14 days after the completion of a sale or the grant of a tenancy.*
- (4) *No advertisement may exceed in area—*
  - (a) *where the advertisement relates to residential use or development, 0.5 square metres or, in the case of two joined boards, 0.6 square metre in aggregate;*
  - (b) *where the advertisement relates to any other use or development, 2 square metres or, in the case of two joined boards, 2.3 square metres in aggregate.*
- (5) *Where the advertisement is displayed on a building, the maximum projection permitted from the face of the building is 1 metre.*
- (6) *Illumination is not permitted.*
- (7) *No character or symbol on the advertisement may be more than 0.75 metre in height, or 0.3 metre in an area of special control.*
- (8) *No part of the advertisement may be higher above ground level than 4.6 metres, or 3.6 metres in an area of special control or, in the case of a sale or letting of part only of a building, the lowest level of that part of the building on which display is reasonably practicable.*

- 6.5 The issue that the Council faced with dealing with the legislation has been where advertisement boards were left on display for more than 14 days as it proved

difficult to establish the date of a grant of tenancy. This means that a Regulation 7 Direction is desirable to allow for effective enforcement of unauthorised signs.

## **Current Planning Powers**

- 6.6 A Direction made under Regulation 7 of the Town and Country Planning (Control of Advertisements) Regulations 2007 on 9th February 2018, implemented on 2nd July 2018, removed 'deemed consent' rights for the display of residential 'to let' boards at some addresses in the Windermere, Hazel, Clarendon Park, Greenhill, West End, Ashleigh Road and West End Conservation Area.

## **7.0 PROCESS OF SUBMISSION OF APPLICATION FOR RENEWAL**

- 7.1 To renew the Regulation 7 Direction, the Council will be required to submit a detailed submission document to the Secretary of State for Levelling Up, Housing and Communities to renew under Regulation 7 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 by virtue of Regulation 29 of the same Regulations.

- 7.2 If the application to renew the Regulation 7 Direction is approved by the Government, the status quo will remain, which is that 'deemed consent' rights will remain removed in the streets already affected.

## **7.3 Public Consultation**

- 7.3.1 Consultation was carried out with local residents and estate agents between 8th March 2023 and 5th April 2023, using the Consultation Hub (Citizen Space) of the City Council's website and letters to estate agents. Notices were also displayed in the affected areas and the consultation was advertised in the local press and on the Leicester City Council website. The consultation is shown at **Appendix 3**; the letter to agents at **Appendix 4**; the site notices at **Appendix 5**; the advertisement in the Leicester Mercury at **Appendix 6**; and the publicity on the Council's website at **Appendix 7**.

- 7.3.2 Councillors of the Castle, Knighton, Saffron and Westcotes Wards, members and the Chair of the Planning and Development Control Committee were briefed by e-mail about the consultation process.

## **7.4 Consultation Responses**

- 7.4.1 The consultation asked, 'Do you support the renewal of the Direction Regulation 7?' 21 formal responses were received: 18 to the online survey and three via e-mail. A further e-mail response was received the day after the consultation ended and some informal comments were made on the Leicester Mercury website.

- 7.4.2 Of the 18 online responses, 13 (72.22%) said 'yes' and 5 (27.78%) said 'no'. A full analysis of the 18 responses to the online consultation is attached at **Appendix 8**. Of the three e-mail responses, one said 'yes' and two had 'no opinion either way'.

- 7.4.3 Of the 21 formal responses, 66.67% of respondents supported renewal of the Regulation 7 Direction, 23.81% did not support renewal, and 9.52% had no opinion either way.
- 7.4.4 The online consultation included a space where respondents could comment. 15 of the 18 respondents made comments (11 in support, 4 not in support). All comments (online, e-mail, Leicester Mercury website) are attached at **Appendix 9**.
- 7.4.5 A professional body of property agents sent an e-mail on the last day of the consultation stating they were planning on responding to the consultation but due to deadlines and the Easter Holidays, did not think they would be able to respond by that afternoon and hoped to do so by the following week. They were notified by e mail that day that their response would need to be submitted that day as if it were received afterwards, it may not be taken into consideration. Their representation, which is attached at **Appendix 10** for information purposes, was received the following day, after the consultation ended. They objected to the renewal and argued that adequate powers exist under existing legislation to take action against advertisements; the restriction is no longer necessary; and it would have impact on letting businesses.
- 7.4.6 The reduction in unauthorised advertisements indicates a change in the attitude of letting agents. The late representation has not been taken into consideration as it was received outside the consultation period. Even if the response was received in time, the fact remains that the overwhelming response is in support of renewal of the Regulation 7 Direction.
- 7.4.7 It is considered that the use of letting boards is broadly unnecessary. They are often left in place for long periods or indefinitely, not to indicate vacant accommodation but to advertise the letting company. Most people looking for rented accommodation are likely to search agents' websites or property portals rather than walk or drive around an area looking for 'to let' boards.
- 7.4.8 It is not proposed at this time to extend the area covered by the Regulation 7 Direction as the existing control seems to be working. The restriction in the areas covered by the Regulation 7 Direction may have had a 'knock-on' effect for other areas as reports of unauthorised displays have dropped dramatically across the City.

## **8.0 CONCLUSIONS AND NEXT STEPS**

- 8.1 Analysis of the consultation results, together with the surveys, shows overriding support from the public for the Council to apply to renew the Regulation 7 Direction. Of note is that there were fewer than 30 responses to this consultation whereas there were upwards of 230 in the consultation preceding the application to the Secretary of State. The evidence of the 2022 surveys shows that the Regulation 7 Direction has had the desired effect of securing the improvement to visual amenity required. It can be inferred that the erstwhile strong feeling about the detrimental effect the proliferation of 'to let' boards was having on the locale has dissipated, as the problem has largely

been resolved. It can be further inferred that this is due to the existence of the Regulation 7 Direction, effectively preventing such display.

- 8.2 Once the application has been made, stakeholders will have 21 days to submit objections directly to the Secretary of State, who will then consider the application. There is no set timescale for a decision and previous applications have taken up to 12 months to be considered, particularly if the Secretary of State takes the option of calling a Public Inquiry. If approved, the Regulation 7 Direction would be publicised and implemented appropriately.
- 8.3 Other Local Authorities such as Nottingham, Leeds, Newcastle and Charnwood have been successful with applications for renewal of Regulation 7 Directions in relation to residential 'To Let' boards. Like some of these authorities, the City Council has adopted guidance setting out a scheme of advertisement that should be followed. However, it is considered that the restriction to display 'to let' boards remains justified in the context of the impact and evidence. Internal advertisements in individual properties would be sufficient to supplement extensive online advertisements, shop displays and websites used by agents.
- 8.4 It is proposed to apply to the Secretary of State for Levelling Up, Housing and Communities to renew the existing Direction made under Regulation 7 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 by virtue of Regulation 29 of the same Regulations to retain removal of the deemed consent rights for the display of 'to let' boards within the areas of the City already identified.

## **9.0 FINANCIAL, LEGAL AND OTHER IMPLICATIONS**

### **9.1 Financial Implications**

- 10.1.2 Renewal of the Direction will involve advertising costs and possibly costs of an inquiry. If the renewal is approved then it will continue to be the case that some applications to display signs will be exempt from a planning application fee. Costs will be covered within existing budgets.

David Hall, Accountant, CDN Finance.

### **10.2 Legal Implications**

- 10.2.1 The Council is entitled to restrict the deemed consent proposed to seek the removal of the display of adverts of any class shall not be permitted in the specified areas as referred to in paragraph 2.1 without express consent from the Council.
- 10.2.2 Regulation 29 Town and Country Planning (Control of Advertisements) Regulations 2007 ("2007 Regulations") provides "any power conferred by these regulations to give a direction includes a power to cancel or vary the direction by a subsequent direction". External advice has been sought and we have been advised that the procedure for renewal is the same as making a new application under Regulation 7.

10.2.3 Regulation 7 of the 2007 Regulations enables the Council to ask the Secretary of State to direct that express consent is required before advertisements for which deemed consent would otherwise be available may be displayed. The Council will have to undertake a full consultation process on the proposed direction restricting deemed consent that could result in representations and objections to the proposed direction which the Secretary of State will have to take into consideration when determining whether the deemed consent for the display of adverts shall not apply to the specified area for a specified period or indefinitely.

10.2.3 The Secretary of State will not make a direction until the consultation period has expired. In determining whether to make a direction the Secretary of State will consider any representations to the proposed direction. If any of the representations are objections to the proposed direction the Secretary of State will give them an opportunity to attend a hearing and make their representations in person to the Secretary of State or their representative. The Council will be given a reasonable opportunity to respond to any representations.

10.2.4 The Secretary of State when determining whether to restrict the deemed consent for the display of adverts can make a direction as proposed by the Council or they can modify the proposal and the area that it will apply to for a specified period or indefinitely.

10.2.5 Where the Secretary of State makes a direction it will be confirmed in writing to the Council with a statement of their reasons for making the direction and a copy will be sent to everyone who made a representation. The Council will publish the direction and Notice of making the direction on all the owners and occupiers in the area affected by the direction. The direction will come into force on the date that all the all the owners and occupiers in the area affected have been served with the direction. There is no right of appeal or challenge against the Secretary of State's direction.

Aqeel Adnan, Solicitor, Legal Services

### 10.3 Climate Change Implications

10.3.1 There are no significant climate emergency implications associated with this report.

Aidan Davis, Sustainability Officer.

### 10.4 Risk Assessment Matrix

Risk	Likelihood L/M/H	Severity Impact L/M/H	Control Actions (if necessary/appropriate)
Judicial Review	L	L	Ensure decision to make Regulation 7 direction is lawful, rational, reasonable and procedural fair.

## 10.5 Other Implications

OTHER IMPLICATIONS	YES/NO	Paragraph references within the report
Equal Opportunities	No	
Policy	Yes	6.1
Sustainable and Environmental	No	
Crime and Disorder	No	
Human Rights Act	No	
Elderly/People on Low Income	No	
Corporate Parenting	No	
Health Inequalities Impact	No	

## 11.0 BACKGROUND PAPERS – LOCAL GOVERNMENT ACT 1972

Student Housing SPD (Adopted June 2012); the existing Regulation 7 Direction

## 12.0 CONSULTATIONS

Consultation was carried out as set out in this report.

## 13.0 REPORT AUTHOR

Jackie Skinner, Planning, Development & Transportation

Appendix 1: Landlords Guidance Pack



## Introduction

A Regulation 7 Direction was made by Secretary of State for Housing, Communities and Local Government, which creates allows Leicester City Council more control over the prevalence of 'To Let' boards for residential lettings in some streets in the Windermere, Hazel, Clarendon Park, Greenhill, West End, Ashleigh Road and West End Conservation Area parts of Leicester.

The number of letting boards on residential properties has become excessive in parts of the City, especially where there are high numbers of rented accommodation. This has a negative impact on visual aspects in neighbourhoods and local residents have raised concerns that the quality of the residential environment is declining as a result, which is impacting on the housing market. The law (Town and Country Planning (Control of Advertisements) (England) Act 2007) already states that boards are to be removed three weeks after a property has been let, but this requirement is often ignored: some properties display them for long periods of time and some even have boards up all year round.

After a public consultation, a voluntary [Code of Practice](#) was introduced, however, it was largely ignored and the numbers of boards did not diminish.

In June 2016, the Council made an application to the Secretary of State for a Regulation 7 Direction and this was granted on 9th February 2018.

The Direction comes into effect on 2nd July 2018 and last for five years. It is accompanied by a revised [Code of Practice](#). This means that while technically, advertising consent is required to display residential 'To Let' boards in the affected areas, boards that are displayed in accordance with the [Code of Practice](#) are unlikely to face prosecution.

See below for the Secretary of State's [Direction](#), a [Quick Guide to the affected streets](#) and the addresses by area, including [maps](#). Please note, the address list is correct at the time of printing, but if in doubt, it should be seen in conjunction with the maps.

## What is the Code of Practice?

The Code of Practice is a set of rules which determines how 'To Let' boards for residential lettings are displayed in specified streets of the City of Leicester.

### Code of Practice

1. Only one residential lettings 'To Let' board per building will be permitted.
2. Each board shall have a white background and will conform to the following layout: 34cm x 48cm or 48cm x 34cm.
3. One company logo per board will be permitted providing that the logo does not exceed one third of the overall size of the advertising board.
4. Boards marked with 'Let by', 'Let', 'More Wanted' or similar wording are prohibited.
5. No more than one board shall be permitted per landlord/agent per street.
6. a) Boards shall be mounted flush to the wall above/around the front door, or if that is not possible, flush to the wall on the street frontage elevation. In either instance, no part of a board shall be higher than first-floor window sill level;  
  
or,  
  
b) alternatively, boards shall be displayed internally in a ground floor window facing the street frontage, but not in addition to a board displayed externally.
7. Boards shall only be allowed on properties immediately available 'To Let,' unless they are for the following academic year, when they shall not be put up until 1st January of that year.
8. Letting boards shall be removed not later than 14 days after the granting of a tenancy for the room, house or flat to which it relates.
9. No 'To Let' boards shall be displayed between 1st October to 31st December inclusive.

Revised May 2018

### **Why do we want to control the display of boards?**

The number of letting boards on residential properties has become excessive in parts of the City, especially where there are high numbers of rented accommodation. This has a negative impact on visual aspects in neighbourhoods and local residents have raised concerns that the quality of the residential environment is declining as a result, which is impacting on the housing market. The law (Town and Country Planning (Control of Advertisements) (England) Act 2007) already states that boards are to be removed three weeks after a property has been let, but this requirement is often ignored: some properties display them for long periods of time and some even have boards up all year round.

The Council tried to tackle the issue by introducing a voluntary [Code of Practice](#), but this was not successful in reducing the number of boards on display.

After a public consultation, the Council submitted an application to the Secretary of State, who has made a Regulation 7 Direction restricting 'deemed consent' rights for the display of residential boards. This comes into effect on 2nd July 2018 and will last initially for five years.

### **Which streets are affected by the Regulation 7 Direction?**

To find out the affected addresses, click on the relevant area: [Windermere](#), [Hazel](#), [Clarendon Park](#), [Greenhill](#), [West End](#), [Ashleigh Road](#), [West End Conservation Area](#).

### **What does this mean?**

Normally, 'To Let' boards benefit from 'deemed consent' rights. However, the Regulation 7 Direction has removed these rights in specified streets.

### **Do I have to apply for advertisement consent?**

In general, yes: advertisement consent is required to display a 'To Let' board and can be sought by submitting a planning application, along with a fee. However, in the interests of assisting landlords, the Council will not request planning applications for those boards which comply with the [Code of Practice](#). Where applications for advertisement consent are submitted, only those that comply with the [Code of Practice](#) will be considered acceptable.

### **What if I don't apply?**

It is a criminal offence to display 'To Let' boards without consent. You may be prosecuted in the Magistrates' Court. The maximum fine on conviction of an offence is presently £2,500, with an additional daily fine of £250 for a continuing offence.

### **How will the Direction be enforced?**

Surveys of the area will be undertaken, however, breaches can be reported to our Compliance and Monitoring Team. Contact them:

by e-mail: [planning@leicester.gov.uk](mailto:planning@leicester.gov.uk)

by telephone: 0116 454 1000 (Customer Service Centre)

by post: Planning Department, Leicester City Council, City Hall,  
115 Charles Street, Leicester LE1 1FZ

## Appendix 1: Copy Regulation 7 Direction



Ministry of Housing,  
Communities &  
Local Government

Alan Beckett  
Senior Planner, Leicester City Council  
City Hall  
115 Charles Street  
Leicester  
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Please ask for: Simon Heydecker-Dent  
Tel: 0303 444 8162  
Email: [Simon.Heydecker-Dent@communities.gov.uk](mailto:Simon.Heydecker-Dent@communities.gov.uk)  
Your ref: n/a  
Our ref: PCLVAdRegaW24685/78326  
Date: 9 February 2018

Dear Mr Beckett,

**TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS)  
(ENGLAND) REGULATIONS 2007: ("the Regulations")  
REGULATION 7: DIRECTION RESTRICTING DEEMED CONSENT**

1. I am directed by the Secretary of State to refer to the request made by Leicester City Council ("the Council") on 24 June 2016 for a Direction that deemed consent for the display of to-let boards relating to the letting of premises, which are advertisements under Class 3A of Schedule 3 to the Regulations, should be withdrawn from certain areas in Leicester.
2. Taking into account a site visit and representations made in response to the Council's initial announcement to seek the Direction, the Inspector considers that there are compelling reasons as to why deemed consent for the display of to-let boards should be withdrawn from certain specified areas. However the Inspector also considers that the level of display of to-let boards in certain specified areas does not amount to such an adverse effect on public amenity as to warrant a Regulation 7 Direction.
3. In paragraph 30 of her report, the Inspector notes that the quantity and concentration of to-let boards varies significantly between the various specified areas. The Inspector considers that, in those areas with significantly fewer to-let boards, those boards cannot be said to cause harm to the character and appearance of the areas such that a Regulation 7 Direction would be warranted.
4. In concluding, the Inspector recommends that the Direction be made only in respect of areas 2a, 2b, 3b, 3c, 4b, 4c and 4d as shown on the attached maps and listed below. The Inspector recommends that the Direction should apply for a period of five

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years. The Secretary of State agrees with the Inspector's appraisal set out in paragraphs 20-46 of her report. He agrees with her conclusions at paragraph 47 that in areas 1a, 1b, 2c, 4a and 4e there have been relatively small numbers of letting boards displayed over the years and he shares the Inspector's view that this level of display does not amount to such an adverse effect on public amenity as to warrant a Regulation 7 Direction and that control in these areas under the Advertisement Regulations is adequate. The Secretary of State agrees with the Inspector's conclusion at paragraph 48 that a Regulation 7 Direction is justified in certain areas because normal controls are inadequate. He agrees that this is the case in respect of areas 2a, 2b, 3b, 3c, 4b, 4c and 4d. The Secretary of State shares the Inspector's view that the visual harm identified in these areas could only be overcome by removing deemed consent rights for the display of letting boards.

#### Formal Decision

5. Accordingly for the reasons given above, the Secretary of State agrees with the Inspector's recommendation. He is satisfied that a Direction should be made to control the display of advertisements relating to the letting of premises within the areas of Leicester identified below and on the maps submitted by the Council for a period of five years.

6. The Direction would cover the following areas in Leicester, as shown on the attached maps, namely:

- Area 2a – Windermere
- Area 2b – Hazel
- Area 3b – Clarendon Park
- Area 3c – Greenhill
- Area 4b – West End
- Area 4c – Ashleigh Road
- Area 4d – West End Conservation Area

7. A formal Direction is attached. The Council's attention is drawn to the provisions of Regulation 7(7), which specify the procedure for publishing the effect and date of operation of the Direction.

8. When this Direction is brought into effect, the display of boards in respect of the letting of premises may only be undertaken lawfully in the areas specified in paragraph 6 above, when the Council have granted express consent for their display. In order not to prejudice the interests of persons wishing to display advertisements for property lettings, the Council are invited to ensure that any such applications for express consent are decided within the period specified in Regulation 14(1) of the Regulations.

9. In line with the Inspector's comments in paragraph 48 of her report, the Secretary of State suggests that the Council attaches details of the addresses of the properties in

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all the streets within the areas to which the Direction applies when publishing the Direction.

**Right of Appeal against the Decision**

10. The decision of the Secretary of State may be challenged by way of an application to the High Court and a separate note is attached to this letter setting out the circumstances in which such an application may be made.

Yours sincerely,

*Dave Moseley*

**Dave Moseley  
Senior Planning Casework Manager**

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**TOWN AND COUNTRY PLANNING ACT 1990  
TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS)  
(ENGLAND) REGULATIONS 2007  
REGULATION 7: DIRECTION RESTRICTING DEEMED CONSENT**

The Secretary of State for Housing, Communities and Local Government ('the Secretary of State') is satisfied, upon a proposal made to him by Leicester City Council, as the local planning authority, that the display of advertisements relating to the letting of premises as specified in Class 3A of Schedule 3, Part 1, to the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the 'Regulations') should not be undertaken without express consent in parts of Leicester.

The Direction would cover the following areas in Leicester, as shown on the attached maps, namely:

- Area 2a - Windemere
- Area 2b - Hazel
- Area 3b - Clarendon Park
- Area 3c - Greenhill
- Area 4b - West End
- Area 4c - Ashleigh Road
- Area 4d - West End Conservation Area

The proposal has been the subject of a site visit, having been publicly advertised and representations made to the Secretary of State in accordance with the provisions of the Regulations.

The areas to be included in the Direction are specified in the Schedule to this Direction.

This Direction shall have effect for a period of five years from the date on which it comes into force in accordance with the provisions of the Regulations.

### Schedule

This Direction relates to the display of advertisements relating to the letting of premises as specified under Class 3A of Part 1 of Schedule 3 to the Regulations in the following areas in Leicester, namely:

- Area 2a - Windermere
- Area 2b - Hazel
- Area 3b - Clarendon Park
- Area 3c - Greenhill
- Area 4b - West End
- Area 4c - Ashleigh Road
- Area 4d - West End Conservation Area

The reasons for the Secretary of State's decision are set out in his letter of 9 February 2018 to the Council, a copy of which is attached.

*Dave Moseley*

**Dave Moseley**  
**Senior Planning Casework Manager**

Ministry of Housing, Communities and Local Government  
Authorised by the Secretary of State to sign on that behalf

**Appendix 2: Quick Guide to Affected Streets**

A-Z (with area numbers)									
Adderley Road	3b	Cambridge Street	4b	Harrow Road	4b	Noel Street	4b	Stuart Street	4b
Ashleigh Gardens	4c	Cecilia Road	3b	Hartopp Road	3b	Norman Street	4b	Sykefield Avenue	4b 4d
Ashleigh Road	4c	Celt Street	4b	Hazel Street	2b	Oakland Road	3b	Thrimere Street	2a
Avenue Road Ext	3b	Clarendon Park Road	3b	Hinckley Road	4b	Oriando Road	3b	Thurlow Road	3b
Aylestone Road	2b	Clarendon Street	2a	Howard Road	3b	Oxford Road	3b	Tyndale Street	4b
Barclay Street	4b	Craddock Road	3b	Ivy Road	4b	Paton Street	4b	Ullswater Street	2a
Beaconsfield Road	4b	Cranmer Street	4b	Knighton Park Road	3b	Queens Road	3b 3c	Upperton Road	4b
Bisley Street	4b	Eastleigh Road	4b	Jarrom Street	2a	Raeburn Road	3c	Victoria Park Road	3b
Blue Fox Close	4b	Edward Road	3b	Landseer Road	3b	Ridley Street	4b	Walnut Street	2a 2b
Bonnington Road	3c	Equity Road	4b	Latimer Street	4b	Roman Street	4b	Walton Street	4b
Braunstone Gate	4b	Filbert Street	2a	Leopold Road	3b	Ruding Road	4b	Welford Road	3b 3c
Brazil Street	2b	Filbert Street East	2b	Livingstone Street	4b 4d	Ruding Terrace	4b	Westcotes Drive	4b 4d
Briton Street	4b	Fleetwood Court	3b	Lome Road	3b	Rydal Street	2a	West Avenue	3b
Browning Street	4b	Fleetwood Road	3b	Luther Street	4b	Sawday Street	2b	Westbury Road	3b
Bruce Street	4b	Fosse Road South	4b 4c 4d	Lytham Road	3b	Saxon Street	4b	Western Road	4b
Brookland Road	3b	Gainsborough Road	3c	Lytton Road	3b	Seymour Road	3b	Westleigh Road	4c
Bulwer Road	3b	Gaul Street	4b	Montague Road	3b	Shaftesbury Road	4b 4d	Wilberforce Road	4b
Burnmoor Street	2a	Grasmere Street	2a	Narborough Road	4b 4c	Sheffield Street	4b	Windermere Street	2a
Buttermere Street	2a	Greenhill Road	3c	New Bridge Street	2b	St Leonards Road	3b		

**If you have any queries, please contact us:**

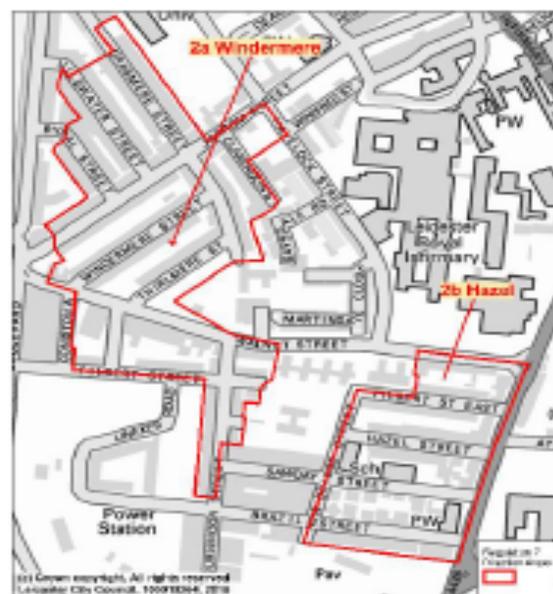
by e-mail: [planning@leicester.gov.uk](mailto:planning@leicester.gov.uk)

by telephone: 0116 454 1000 (Customer Service Centre)

by post: Planning Department, Leicester City Council, City Hall, 115 Charles Street, Leicester LE1 1FZ

2a – Windermere

2b – Hazel

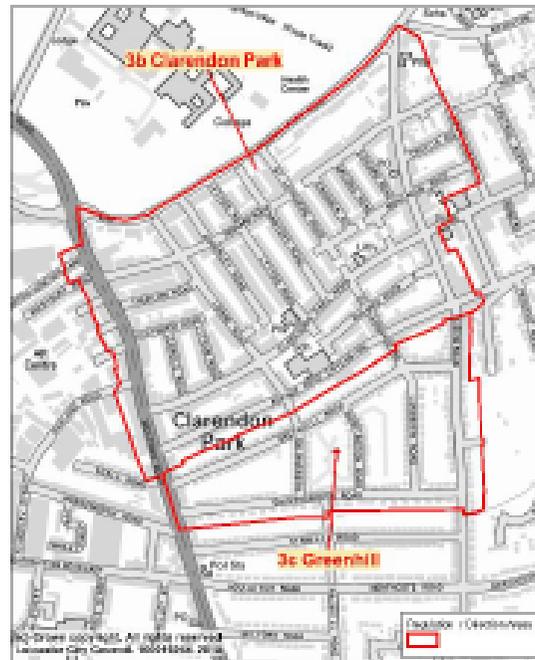


2a - Windermere		
Street	Even Numbers	Odd Numbers
Bummoor Street	10-36	1-87
Buttermere Street	-	17 only
Clarendon Street	94-134	-
Filbert Street	104-112	103-181
Grasmere Street	28-158	41-137
Jarrom Street	102-214	93-167
Rydal Street	2-38	3-35
Thrimere Street	-	1-45
Ullswater Street	2-58	1-67
Walnut Street	110-170	177-217
Windermere Street	2-62	1-83

2b - Hazel		
Street	Even Numbers	Odd Numbers
Aylestone Road	-	65-115
Brazil Street	12-56	9-33
Filbert Street East	2-54	1-31
Hazel Street	2-38	1-43
New Bridge Street	48-64	-
Sawday Street	2-28	1 only
Walnut Street	2-36	-

**3b – Clarendon Park**

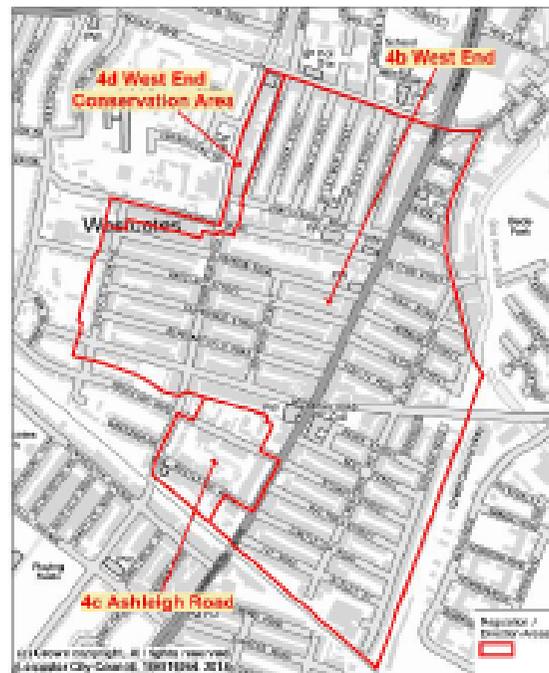
**3c – Greenhill**



3b – Clarendon Park					
Street	Even Numbers	Odd Numbers	Street	Even Numbers	Odd Numbers
Adderley Road	4-102	1-87	Lome Road	2-138	1-117
Avenue Road Ext	94-274	3-315	Lytham Road	2-28	1-39
Brookland Road	2-6	-	Lytton Road	2-142	1-83
Bulwer Road	2-74	1-75	Montague Road	2-98	1-101
Cecilia Road	2-36	1-31	Oakland Road	2 only	-
Clarendon Park Road	78-295	107-325	Orlando Road	2-6	1-13
Craddock Road	2-42	1-45	Oxford Road	4-38	1-43
Edward Road	2-40	1-41	Queens Road	16-252	43-217
Fleetwood Court	2-18	1-17	Seymour Road	2-14	1-11
Fleetwood Road	2-18	1-49	St Leonards Road	52-156 & Park House	23-157
Hartopp Road	34-122	1-121	Thurlow Road	2-50	1-41
Howard Road	26-192	1-175	Victoria Park Road	128-366	-
Knighton Park Road	26 only	-	Welford Road	170-334	201-351
Landseer Road	4-58	9-63	West Avenue	all of Clarendon Court	7-61
Leopold Road	2-38	1-51	Westbury Road	2, 2A & 2B only	-

3c – Greenhill		
Street	Even Numbers	Odd Numbers
Bonnington Road	2-36	1-33
Gainsborough Road	4-102	3-93
Greenhill Road	2-110	1-121
Queens Road	134-252	153-217
Raeburn Road	2-28	1-29
Welford Road	316	334

4b – West End  
 4c – Ashleigh Road  
 4d – West End Conservation Area



4b - West End					
Street	Even Numbers	Odd Numbers	Street	Even Numbers	Odd Numbers
Barclay Street	2-148	3-163	Luther Street	2-102	1-103
Beaconsfield Road	2-132	1-131	Narborough Road	2-210	1-203
Bisley Street	2-36	1-33	Noel Street	2-68	1-85
Blue Fox Close	2-24	1-23	Norman Street	4-84	1-71
Braunstone Gate	58-68	-	Paton Street	2-72	3-71
Briton Street	14-38	3-43	Ridley Street	2-106	1-63
Browning Street	2-52	1-55	Roman Street	4-24	1-29
Bruce Street	30-66	1-69	Ruding Road	-	1-17
Cambridge Street	4-138	5-133	Ruding Terrace	2 only	1 only
Celt Street	4-22	1-17	Saxon Street	2-20	1-23
Cranmer Street	2-102	3-99	Shaftesbury Road	2-34	1-55
Eastleigh Road	2-86	1-115	Sheffield Street	10-34	1-23
Equity Road	2-40	1-41	Stuart Street	2-96	1-109
Fosse Road South	106-202	101-191	Sykefield Avenue	6-46	1-55
Gaul Street	2-48	1-73	Tyndale Street	4-96	1-97
Harrow Road	2-170	1-183	Upperton Road	6-106	1-173
Hinckley Road	2-86	-	Walton Street	10-92	1-99
Ivy Road	2-62	1-59	Westcotes Drive	2-52	1-49
Latimer Street	2-60	1-93	Western Road	118-378	1-251
Livingstone Street	2-104	-	Wilberforce Road	2-190	1-139

4c – Ashleigh Road		
Street	Even Numbers	Odd Numbers
Ashleigh Gardens	All properties	All properties
Ashleigh Road	2-28	15-27
Fosse Road South	220-228	-
Narborough Road	-	171-195
Westleigh Road	6-40	1-35

4d - West End Conservation Area		
Fosse Road South	2-90	-
Livingstone Street	-	33-51
Shaftesbury Road	60-66	-
Sykefield Avenue	2-4	-
Westcotes Drive	52-136	-



## Appendix 2: Street Surveys

2a - Windermere			Number of Boards		
Street	Even Numbers	Odd Numbers	2013 survey	2022 Sep	2022 Oct
			Burnmoor Street	10-36	1-87
Buttermere Street	-	17 only	-	0	0
Clarendon Street	94-134	-	-	0	0
Filbert Street	104-112	103-181	-	0	0
Grasmere Street	28-158	41-137	31	1	0
Jarrom Street	102-214	93-167	21	2	1
Rydal Street	2-38	3-35	8	0	1
Thirlmere Street	-	1-45	5	0	0
Ullswater Street	2-58	1-67	11	1	0
Walnut Street	110-170	177-217	0	0	0
Windermere Street	2-62	1-83	12	0	0
<b>Number of streets:</b>			<b>88</b>	<b>4</b>	<b>2</b>
			<b>-</b>	<b>0</b>	<b>0</b>

<b>Totals:</b>	<b>In 2013: 88</b>	<b>In 2022: 6</b>
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2a - Hazel			Number of Boards		
Street	Even Numbers	Odd Numbers	2013 survey	2022 Sep	2022 Oct
			Aylestone Road	-	65-115
Brazil Street	12-56	9-33	-	0	0
Filbert Street East	2-54	1-31	-	0	0
Hazel Street	2-38	1-43	-	0	0
New Bridge Street	48-64	-	-	0	0
Sawday Street	2-28	1 only	-	0	0
Walnut Street	2-36	-	2	0	0
<b>Number of streets:</b>			<b>2</b>	<b>0</b>	<b>0</b>
			<b>-</b>	<b>2</b>	<b>0</b>

<b>Totals:</b>	<b>In 2013: 2</b>	<b>In 2022: 2</b>
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3b - Clarendon Park			Number of Boards		
Street	Even Numbers	Odd Numbers	2013 survey	2022 Sep	2022 Oct
			Adderley Road	4-102	1-87
Avenue Road Ext	94-274	3-315	13	3	0
Brookland Road	2-6	-	-	0	0
Bulwer Road	2-74	1-75	-	0	0

Cecilia Road	2-36	1-31	-	0	0
Clarendon Park Road	78-296	107-325	10	0	0
Cradock Road	2-42	1-45	-	0	0
Edward Road	2-40	1-41	1	0	0
Fleetwood Court	2-18	1-17	-	0	0
Fleetwood Road	2-18	1-49	1	0	1
Hartopp Road	34-122	1-121	6	0	0
Howard Road	26-192	1-175	7	0	0
Knighton Park Road	26 only	-	-	0	0
Landseer Road	4-58	9-63	-	0	0
Leopold Road	2-38	1-51	1	0	0
Lorne Road	2-138	1-117	-	0	0
Lytham Road	2-28	1-39	4	0	0
Lytton Road	2-142	1-83	-	1	0
Montague Road	2-98	1-101	5	0	0
Oakland Road	2 only	-	-	0	0
Orlando Road	2-6	1-13	-	0	0
Oxford Road	4-38	1-43	6	0	1
Queens Road	16-252	43-217	0	0	0
Seymour Road	2-14	1-11	0	0	0
St Leonards Road	52-156 & Park House	23-157	4	0	0
Thurlow Road	2-50	1-41	-	0	0
Victoria Park Road	128-366	-	-	0	0
Welford Road	170-334	201-351	10	0	0
West Avenue	all of Clarendon Court	7-61	-	0	0
Westbury Road	2, 2A & 2B only	-	-	0	0
<b>Number of streets:</b>			<b>68</b>	<b>3</b>	<b>2</b>
<b>14</b>	<b>16</b>		<b>-</b>	<b>1</b>	<b>0</b>

<b>Totals:</b>	<b>In 2013: 68</b>	<b>In 2022: 6</b>
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3c – Greenhill			Number of Boards		
Street	Even Numbers	Odd Numbers	2013 survey	2022 Sep	2022 Oct
Bonnington Road	2-36	1-33	3	0	0
Gainsborough Road	4-102	3-93	-	0	0
Greenhill Road	2-110	1-121	4	0	0
Queens Road	134-252	153-217	1	0	0
Raeburn Road	2-28	1-29	-	0	0
Welford Road	316	334	0	0	0
<b>Number of streets:</b>			<b>8</b>	<b>0</b>	<b>0</b>
<b>4</b>	<b>2</b>		<b>-</b>	<b>0</b>	<b>0</b>

<b>Totals:</b>	<b>In 2013: 8</b>	<b>In 2022: 0</b>
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4b - West End			Number of Boards		
Street	Even Numbers	Odd Numbers	2013 survey	2022 Sep	2022 Oct
			Barclay Street	2-148	3-163
Beaconsfield Road	2-132	1-131	23	1	0
Bisley Street	2-36	1-33	2	0	0
Blue Fox Close	2-24	1-23	-	0	0
Braunstone Gate	58-68	-	-	0	0
Briton Street	14-38	3-43	-	0	0
Browning Street	2-52	1-55	-	0	0
Bruce Street	30-66	1-69	3	0	0
Cambridge Street	4-138	5-133	14	3	0
Celt Street	4-22	1-17	4	0	0
Cranmer Street	2-102	3-99	3	0	0
Eastleigh Road	2-86	1-115	10	3	0
Equity Road	2-40	1-41	7	0	0
Fosse Road South	106-202	101-191	22	0	0
Gaul Street	2-48	1-73	10	0	0
Harrow Road	2-170	1-183	18	1	0
Hinckley Road	2-86	-	-	0	0
Ivy Road	2-62	1-59	1	0	0
Latimer Street	2-60	1-93	1	0	0
Livingstone Street	2-104	-	2	0	0
Luther Street	2-102	1-103	12	0	0
Narborough Road	2-210	1-203	-	0	0
Noel Street	2-68	1-85	8	0	0
Norman Street	4-84	1-71	18	0	0
Paton Street	2-72	3-71	9	0	0
Ridley Street	2-106	1-63	8	0	0
Roman Street	4-24	1-29	3	0	0
Ruding Road	-	1-17	-	0	0
Ruding Terrace	2 only	1 only	-	0	0
Saxon Street	2-20	1-23	-	0	0
Shaftesbury Road	2-34	1-55	-	0	0
Sheffield Street	10-34	1-23	3	0	0
Stuart Street	2-96	1-109	11	0	0
Sykefield Avenue	6-46	1-55	-	0	0
Tyndale Street	4-96	1-97	8	0	0
Upperton Road	6-106	1-173	9	0	0
Walton Street	10-92	1-99	12	0	0
Westcotes Drive	2-52	1-49	-	0	0
Western Road	118-378	1-251	14	1	0
Wilberforce Road	2-190	1-139	24	0	0
<b>Number of streets:</b>			<b>284</b>	<b>11</b>	<b>0</b>
			<b>-</b>	<b>0</b>	<b>0</b>

<b>Totals:</b>	<b>In 2013: 284</b>	<b>In 2022: 11</b>
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4c – Ashleigh Road					
Street	Even Numbers	Odd Numbers	Number of Boards		
			2013 survey	2022 Sep	2022 Oct
Ashleigh Gardens	All properties	All properties	-	0	0
Ashleigh Road	2-28	15-27	-	0	0
Fosse Road South	220-228	-	0	0	0
Narborough Road	-	171-195	-	0	0
Westleigh Road	6-40	1-35	-	1	0
<b>Number of streets:</b>			0	0	0
			1	1	0

<b>Totals:</b>	<b>In 2013: 0</b>	<b>In 2022: 1</b>
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4d - West End Conservation Area					
Street	Even Numbers	Odd Numbers	Number of Boards		
			2013 survey	2022 Sep	2022 Oct
Fosse Road South	2-90	-	0	0	0
Livingstone Street	-	33-51	2	0	0
Shaftesbury Road	60-66	-	-	0	0
Sykefield Avenue	2-4	-	-	0	0
Westcotes Drive	52-136	-	-	0	0
<b>Number of streets:</b>			2	0	0
			2	0	0

<b>Totals:</b>	<b>In 2013: 2</b>	<b>In 2022: 0</b>
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Streets: 101 streets (54 from original surveys, 47 more included in the Direction).  
(Fosse Road South, Welford Road, Queens Road are stated twice, split by area into different zones)

Boards:

2013: Total **452**

2022: September                      October

Total 23

Total 3

Grand Total: **26**

Key

- On original and current surveys
- On current surveys only

## Appendix 3: Consultation

## Regulation 7 Public Consultation (To Let Boards)

### Overview

Leicester City Council received a number of complaints during the early and mid 2010s in relation to the display of 'to let' boards and their effect on the character and appearance of residential areas.

The council understands the need to advertise properties that are available to rent but was concerned about the large number of 'to let' boards for residential properties in some areas and looked at more effective ways of controlling them.

The display of 'to let' boards is controlled by national legislation and boards that are on display within the limits of the legislation have 'deemed consent'.

In 2016, LCC applied to the government to issue a Direction under Regulation 7 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 to remove this 'deemed consent' for 'to let' boards for residential properties in some areas of the city.

The Direction was issued on 9th February 2018 and covers some streets in the Castle, Knighton, Saffron and Westcotes wards. It was implemented on 2nd July 2018 and runs alongside an advisory Code of Practice which gives localised guidance on acceptable alternative advertisement.

Since the Direction was implemented, there has been a significant reduction in illegally displayed 'to let' boards which has led to an improvement in the appearance of the affected areas.

The council considers the removal of 'deemed consent' coupled with localised guidance on acceptable alternative advertisement to have been successful.

The Direction is due to expire on 1st July 2023 and the council wishes to apply to renew and retain the removal of 'deemed consent' in those areas, allowing the council to keep the existing level of control.

Before we do this, we would welcome your views on the renewal of Direction Regulation 7.

Closes 5 Apr 2023

Opened 8 Mar 2023

#### Contact

Jacki Skinner  
(Planning Enforcement Officer)  
Planning Compliance and  
Monitoring Team  
[planning.enforcement@leicester.gov.uk](mailto:planning.enforcement@leicester.gov.uk)

Give us your views

[Online Survey >](#)

## Areas

[Castle](#) [Knighton](#) [Saffron](#) [Westcotes](#)

## Audiences

[Working-age people](#) [Older people](#) [All residents](#) [Carers](#) [Full-time and part-time workers](#) [Disabled people](#) [Local businesses](#) [Local schools](#)  
[Local charitable organisations, including faith communities](#) [Households within the scheme boundary](#) [Parents](#) [Volunteers](#) [Landowners](#) [Women](#)  
[Customers / service users](#) [Licensed premises](#) [Landlords](#) [Private tenants](#) [Leicester City Council tenants](#) [Older households \(65+\)](#) [Single people](#)  
[Families with children, including lone parents](#) [Couples](#) [All households](#) [Faith groups](#) [Sports clubs](#) [Youth clubs](#) [Carers' network](#) [Trade unions](#)  
[Voluntary organisations](#) [Community organisations](#) [Self-help groups](#) [User groups](#) [Third sector infrastructure groups](#)  
[All Voluntary and Community Organisations](#) [Advocacy organisation](#) [Drug and Alcohol services](#) [Health services](#)  
[Early years providers \(child minders, nurseries, etc\)](#) [Taxi operators](#) [Schools](#) [Businesses](#) [All Public and Private Organisations](#) [Service providers](#)  
[Partner agencies](#) [Service users](#) [Care home residents and their next of kin](#) [Allotment holders](#) [Walking groups](#) [Taxi / HCV / PHV drivers](#)  
[Support providers](#) [Floating support providers](#) [Landlords](#)

## Interests

[Housing](#) [Public health](#) [Revenues and Benefits](#) [Adult social care](#) [Planning](#) [Highways](#) [Climate change](#) [Parks and green spaces](#)  
[Refuse collection and disposal](#) [Environmental health](#) [Allotments](#) [Community cohesion](#) [Local government](#) [Transport](#) [Parking](#)

Share  



## Regulation 7 Public Consultation (To Let Boards)

Page 1 of 5



Closes 5 Apr 2023

This service needs [cookies enabled](#).

### About You

Are you responding as (please tick as many options as apply)

- Owner/occupier
- Student
- Letting agent
- Landlord
- Tenant (Private/Council)
- Other

If other, please state

What is your home/work postcode? (as appropriate)

Please note: we collect postcode data to gain a better understanding of which parts of the city / county respond to our consultations. We cannot identify individual properties or addresses from this information.

[Save and come back later...](#)

[Continue >](#)



## Regulation 7 Public Consultation (To Let Boards)

Page 2 of 5



Closes 5 Apr 2023

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### Regulation 7 Directive Comments

[View the existing Direction, including maps and a full list of affected addresses](#)

**Do you support the renewal of the Direction Regulation 7 (To Let Boards)?**

- Yes
- No
- No opinion either way

Do you have any comments

< Back

← First

Save and come back later...

Continue >

## Regulation 7 Public Consultation (To Let Boards)

Page 3 of 5



Closes 5 Apr 2023

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## Equality monitoring

The information you provide in this final section of the questionnaire will be kept in accordance with terms of current Data Protection legislation and will only be used for the purpose of monitoring. Your details will not be passed on to any other individual, organisation or group. Leicester City Council is the data controller for the information on this form for the purposes of current Data Protection legislation.

**Ethnic background:**

- Asian or Asian British: Bangladeshi
- Asian or Asian British: Indian
- Asian or Asian British: Pakistani
- Asian or Asian British: Any other Asian background
- Black or Black British: African
- Black or Black British: Caribbean
- Black or Black British: Somali
- Black or Black British: Any other Black background
- Chinese
- Chinese: Any other Chinese background
- Dual/Multiple Heritage: White & Asian
- Dual/Multiple Heritage: White & Black African
- Dual/Multiple Heritage: White & Black Caribbean
- Dual/Multiple Heritage: Any other heritage background
- White: British
- White: European
- White: Irish
- White: Any other White background
- Other ethnic group: Gypsy/Romany/Irish Traveller
- Other ethnic group: Any other ethnic group
- Prefer not to say

If you said your ethnic group was one of the 'Other' categories, please tell us what this is:

**Age:**

- under 18
- 18 - 25
- 26 - 35
- 36 - 45
- 46 - 55
- 56 - 65
- 66+
- Prefer not to say

**Sexual orientation. Do you consider yourself to be ...**

- Bisexual
- Gay / lesbian
- Heterosexual / straight
- Prefer not to say
- Other (please specify)

**Disability**

The Equality Act 2010 defines a person as disabled if they have a physical or mental impairment which has a substantial and long-term effect on their ability to carry out normal day-to-day activities and has lasted or is likely to last for at least 12 months. People with HIV, cancer, multiple sclerosis (MS) and severe disfigurement are also covered by the Equality Act.

Do you consider yourself to be a disabled person?

- A mental health difficulty, such as depression, schizophrenia or anxiety disorder
- A physical impairment or mobility issues, such as difficulty using your arms or using a wheelchair or crutches
- A social / communication impairment such as a speech and language impairment or Asperger's syndrome / other autistic spectrum disorder
- A specific learning difficulty or disability such as Down's syndrome, dyslexia, dyspraxia or AD(H)D
- Blind or have a visual impairment uncorrected by glasses
- Deaf or have a hearing impairment
- An impairment, health condition or learning difference that is not listed above (specify if you wish)
- Prefer not to say
- Other

If Other, please say

**How would you define your religion or belief?**

- Atheist
- Bahai
- Buddhist
- Christian
- Hindu
- Jain
- Jewish
- Muslim
- Sikh
- No religion
- Prefer not to say
- Other

If Other, please specify

**What is your sex?**

- Female
- Male
- Prefer not to say

Is your gender identity the same as your sex registered at birth?

If No, what term do you use to identify your gender? (leave blank if prefer not to say)

< Back

« First

Save and come back later...

Continue >

## Regulation 7 Public Consultation (To Let Boards)

Page 4 of 5



Closes 5 Apr 2023

### Almost done...

You are about to submit your response. Please provide a valid email address if you would like to receive confirmation of your submission and a copy of your responses. This email address is not retained after the confirmation is sent.

If you provide an email address you will be sent a receipt and a link to a PDF copy of your response.

Email address

[< Back](#)

[<< First](#)

[Submit Response](#)

## Appendix 4: Letter to agents

To Your Residential Lettings Team,

As you are aware, in February 2018, the Secretary of State, in pursuance of powers conferred on him by Regulation 7 of the Town and Country Planning (Control of Advertisements) Regulations 2007, agreed to a Direction that the display of advertisements specified in Class 3A of Schedule 3, Part 1 (residential 'to let' boards) should not be undertaken in some streets in the following areas: Windermere, Hazel, Clarendon Park, Greenhill, West End, Ashleigh Road and West End Conservation Area. The Direction came into effect on 2nd July 2018 and lasts for five years. To view the details of the existing Direction visit <https://www.leicester.gov.uk/planning-and-building/planning-applications/do-i-need-permission/to-let-boards-control/#>.

I would like to take the opportunity to thank you for your co-operation in ensuring compliance with the legislation.

The Council are currently preparing an application for a renewal of the Direction. As part of this process, should you wish to do so, you can forward your views as to the success of the scheme or any comments you would wish to make. As part of the formal process, the application will be advertised in the local and national press, and you will have an opportunity to comment formally but we would like to give you the opportunity to express your views on a more informal basis beforehand should you wish to do so.

It is not our intention to withdraw the Code of Practice that runs alongside the Direction at the present time because it appears to be working successfully. It would be appreciated, however, if you could ensure that your staff adhere to the restrictions of the regulations in relation to residential letting boards across the town, including the siting of boards on properties and time restrictions in respect of the display.

Should you have any comments on renewal of the Direction, please submit them via the online consultation page <https://consultations.leicester.gov.uk/communications/regulation-7-public-consultation-to-let-boards/>.

In case of any difficulty with submitting comments online you may write to me at:

Leicester City Council  
Planning  
2nd Floor  
115 Charles Street  
Leicester  
LE1 1FZ

or e mail me at [planning.enforcement@leicester.gov.uk](mailto:planning.enforcement@leicester.gov.uk).

Any comments should be received by 5th April 2023.

I look forward to your continued co-operation.

## Appendix 5: Site notices



Leicester  
City Council

### THE TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND) REGULATIONS 2007

In July 2018, Leicester City Council implemented a Direction under Regulation 7 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 to restrict the display of residential letting ('to let') boards in some areas of the City.

Leicester City Council intends to apply to the Secretary of State for Levelling Up, Housing and Communities to renew the Direction. Before making this application, the City Council would appreciate your views on the success of the Direction.

Maps of the areas and a full list of the streets covered by the existing Direction are available at the Customer Service Centre, 91 Granby Street, Leicester LE1 6FB, which is open Tuesday and Thursday 9.30am - 4.30pm.

Further information on the areas affected by the Direction can be found on our website at [To Let boards control \(leicester.gov.uk\)](https://www.leicester.gov.uk/to-let-boards-control/).

The consultation starts on 8th March 2023 and closes on 5th April 2023 and is available at the following link: <https://consultations.leicester.gov.uk/communications/regulation-7-public-consultation-to-let-boards>.

Alternatively you can send your views in writing to:

To Let Boards Consultation  
Planning  
City Hall  
115 Charles Street  
Leicester  
LE1 1FZ

Comments may also be made by e-mail to [planning\\_enforcement@leicester.gov.uk](mailto:planning_enforcement@leicester.gov.uk) Please quote 'To Let Boards Consultation'.

*Please note: Any comments we receive will be stored electronically and will be publicly available. We will store your contact details on a computer database but will not release any information from the database other than your name to anybody not acting for the Council.*

Dated: 8th March 2023

*This notice may be removed after 5th April 2023.*

2a – Windermere  
2b – Hazel



2a - Windermere		
Street	Even Numbers	Odd Numbers
Burngook Street	10-36	1-87
Buttermere Street	-	17 only
Clarendon Street	94-134	-
Filbert Street	104-112	103-181
Grasmere Street	28-158	41-137
Jarrom Street	102-214	93-167
Rydal Street	2-38	3-35
Thirlmere Street	-	1-45
Ullswater Street	2-58	1-67
Walnut Street	110-170	177-217
Windermere Street	2-62	1-83

2b - Hazel		
Street	Even Numbers	Odd Numbers
Aylestone Road	-	85-115
Brazil Street	12-56	9-33
Filbert Street East	2-54	1-31
Hazel Street	2-38	1-43
New Bridge Street	48-84	-
Sawtry Street	2-28	1 only
Walnut Street	2-36	-



## THE TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND) REGULATIONS 2007

Leicester City Council

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115 Charles Street  
Leicester  
LE1 1FZ

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Please note: Any comments we receive will be stored electronically and will be publicly available. We will store your contact details on a computer database but will not release any information from the database other than your name to anybody not acting for the Council.

Dated: 6th March 2023

This notice may be removed after 5th April 2023.

3b – Clarendon Park

3c – Greenhill



3b – Clarendon Park					
Street	Even Numbers	Odd Numbers	Street	Even Numbers	Odd Numbers
Adderley Road	4-102	1-67	Lorne Road	2-136	1-117
Avenue Road Ext	94-274	3-315	Lytham Road	2-28	1-39
Brookland Road	2-6	-	Lytton Road	2-142	1-83
Bulwer Road	2-74	1-75	Montague Road	2-98	1-101
Cecilia Road	2-36	1-31	Oakland Road	2 only	-
Clarendon Park Road	78-296	107-325	Oriando Road	2-6	1-13
Cradock Road	2-42	1-45	Oxford Road	4-38	1-43
Edward Road	2-40	1-41	Queens Road	16-252	43-217
Fleetwood Court	2-18	1-17	Seymour Road	2-14	1-11
Fleetwood Road	2-18	1-49	St Leonards Road	52-156 & Park house	23-157
Harrop Road	34-122	1-121	Thurlow Road	2-50	1-41
Howard Road	26-192	1-175	Victoria Park Road	128-366	-
Knighton Park Road	26 only	-	Welford Road	170-334	201-351
Landseer Road	4-58	9-63	West Avenue	all of Clarendon Court	7-61
Lenzold Road	2-38	1-51	Westbury Road	2, 2A & 2B only	-

3c – Greenhill		
Street	Even Numbers	Odd Numbers
Gonington Road	2-36	1-33
Gainsborough Road	4-102	3-93
Greenhill Road	2-110	1-121
Queens Road	134-252	153-217
Raeburn Road	2-28	1-29
Welford Road	316	334



## THE TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND) REGULATIONS 2007

Leicester  
City Council

In July 2018, Leicester City Council implemented a Direction under Regulation 7 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 to restrict the display of residential letting ('to let') boards in some areas of the City.

Leicester City Council intends to apply to the Secretary of State for Levelling Up, Housing and Communities to renew the Direction. Before making this application, the City Council would appreciate your views on the success of the Direction.

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Please note: Any comments we receive will be stored electronically and will be publicly available. We will store your contact details on a computer database but will not release any information from the database other than your name to anybody not acting for the Council.

Dated: 6th March 2023

This notice may be removed after 5th April 2023.

### 4b – West End 4c – Ashleigh Road 4d – West End Conservation Area



Street	Even Numbers	Odd Numbers
Barclay Street	2-146	3-163
Beaconsfield Road	2-132	1-131
Bisley Street	2-36	1-33
Blue Fox Close	2-24	1-23
Braunstone Gate	58-68	-
Briton Street	14-38	3-43
Browning Street	2-52	1-55
Bruce Street	30-66	1-69
Cambridge Street	4-138	5-133
Cell Street	4-22	1-17
Cranmer Street	2-102	3-99
Eastleigh Road	2-66	1-115
Equity Road	2-40	1-41
Fosse Road South	106-202	101-191
Gaul Street	2-48	1-73
Harrow Road	2-170	1-183
Hinckley Road	2-66	-
Ivy Road	2-62	1-59
Latimer Street	2-60	1-93
Livingstone Street	2-104	-
Luther Street	2-102	1-103
Narborough Road	2-210	1-203
Noel Street	2-68	1-65
Norman Street	4-84	1-71
Paton Street	2-72	3-71
Ridley Street	2-106	1-63
Roman Street	4-24	1-29
Rudge Road	-	1-17
Rudge Terrace	2 only	1 only
Saxon Street	2-20	1-23
Shaftesbury Road	2-34	1-55
Sheffield Street	10-34	1-23
Stuart Street	2-96	1-109
Sykefield Avenue	6-46	1-55
Tyndale Street	4-96	1-97
Upperton Road	6-106	1-173
Walton Street	10-92	1-99
Westcoles Drive	2-52	1-49
Western Road	118-378	1-251
Wilberforce Road	2-190	1-139

Street	Even Numbers	Odd Numbers
Ashleigh Gardens	All properties	All properties
Ashleigh Road	2-26	15-27
Fosse Road South	220-228	-
Narborough Road	-	171-195
Westcoles Road	6-40	1-35

Street	Even Numbers	Odd Numbers
Fosse Road South	2-60	-
Livingstone Street	-	33-51
Shaftesbury Road	60-66	-
Sykefield Avenue	2-4	-
Westcoles Drive	52-136	-

# Leicester Mercury 10th March 2023

## Ban on 'eyesore' To Let boards could be extended in Leicester with fines for those who disobey

'We don't want to see the advertising boards becoming an eyesore in these areas again'



**The city council hopes to extend the ban for five more years** (Image: pawopa3336/Getty)

A ban on erecting 'To Let' boards outside some city homes without permission could be extended. The boards have been branded an eyesore when they are allowed to build up in residential areas, with some residents feeling they damage the sense of community in affected streets and make neighbourhoods look scruffy.

The ban was introduced in parts of the Castle, Knighton, Saffron and Westcotes wards in 2018, after Leicester City Council received complaints from residents over the large number of such boards in their areas. Some were left up almost permanently.

The ban is due to expire this summer, and the council is looking to renew it for another five years. Currently, landlords in the areas covered by the ban must [apply for planning permission](#) if they want to put up a board outside their homes. If they put one up without approval, they [can be fined up to £2,500](#).

Leicester City Council has launched [an online consultation](#) over the ban's extension. The authority is asking residents whether they believe the measure is effective and if they support its continuation.

One resident told LeicestershireLive: "I hate them. They make neighbourhoods look like nobody lives there permanently, which really damages the sense of community.

"The ban has been brilliant. They were just out of control."

Deputy city mayor Councillor Piara Singh Clair, who leads on regulatory services, said: "Prior to bringing these new powers into effect, many people who lived close to the universities were concerned about the almost permanent proliferation of 'To Let' boards on their streets.

"Since the direction was implemented, there has been a significant reduction in illegally displayed 'To Let' boards which has led to an improvement in the appearance of the affected areas. We don't want to see the advertising boards becoming an eyesore in these areas again and hope to renew the legal powers which have helped us to successfully tackle the problem."

To take part in the survey, search for 'Leicester City Council consultations'.

## **Appendix 7: Publicity on Leicester City Council Website**

LEICESTER City Council is set to renew powers to stop landlords putting up boards advertising their properties in some parts of the city.

In summer 2018, the city council brought into effect a new Regulation 7 Direction which effectively banned the use of 'To Let' boards in some areas of the city, close to the University of Leicester and De Montfort University.

It means that landlords and agents now need to apply for planning consent to put up signs advertising properties for rent in parts of the Castle, Knighton, Saffron and Westcotes wards. If they fail to comply, they could face court action and be fined up to £2,500.

The ban covers some addresses in the Windermere, Hazel, Clarendon Park, Greenhill, West End, Ashleigh Road and West End conservation areas.

The existing legal direction is due to expire in July 2023, and the city council is planning to apply for this to be renewed.

Before then, people are being invited to have their say on the effectiveness of the measure and whether they support a continuation of the ban on unauthorised 'To Let' boards in these parts of the city.

Deputy city mayor Cllr Piara Singh Clair, who leads on regulatory services, said: "Prior to bringing these new powers into effect, many people who lived close to the universities were concerned about the almost permanent proliferation of 'To Let' boards on their streets.

"Since the direction was implemented, there has been a significant reduction in illegally displayed 'To Let' boards which has led to an improvement in the appearance of the affected areas. We don't want to see the advertising boards becoming an eyesore in these areas again and hope to renew the legal powers which have helped us to successfully tackle the problem."

Councils can apply for powers to control the display of 'To Let' boards under Regulation 7 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Leicester City Council submitted its bid for the Regulation 7 direction in October 2016, following a public consultation on the proposal. The successful bid was confirmed by the Ministry of Housing, Communities and Local Government in February 2018.

The powers first came into effect from 2nd July 2018 and last for five years.

To have your say on plans to renew the existing ban on To Let boards in certain parts of the city, visit [consultations.leicester.gov.uk](https://consultations.leicester.gov.uk)

Closing date for comments is Wednesday 5 April.

## Appendix 8: Analysis of online consultation

Leicester City Council

### Regulation 7 Public Consultation (To Let Boards)

<https://consultations.leicester.gov.uk/communications/regulation-7-public-consultation-to-let-boards>

This report was created on Thursday 06 April 2023 at 07:49

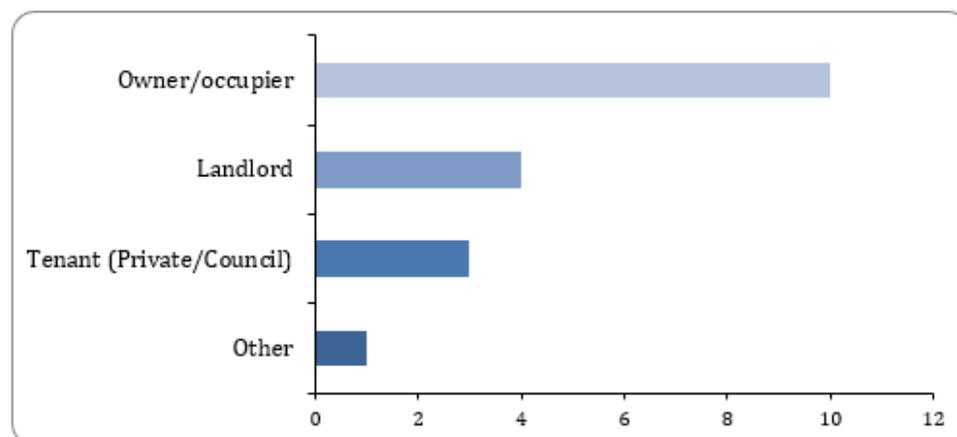
The activity ran from 08/03/2023 to 05/04/2023

Responses to this survey: **18**

**Are you responding as (please tick as many options as apply)**

**Are you responding as (please tick as many options as apply)**

There were 18 responses to this part of the question.



Option	Total	Percent
Owner/occupier	10	55.56%
Student	0	0.00%
Letting agent	0	0.00%
Landlord	4	22.22%
Tenant (Private/Council)	3	16.67%
Other	1	5.56%
Not Answered	0	0.00%

**If other, please state**

There were 3 responses to this part of the question.

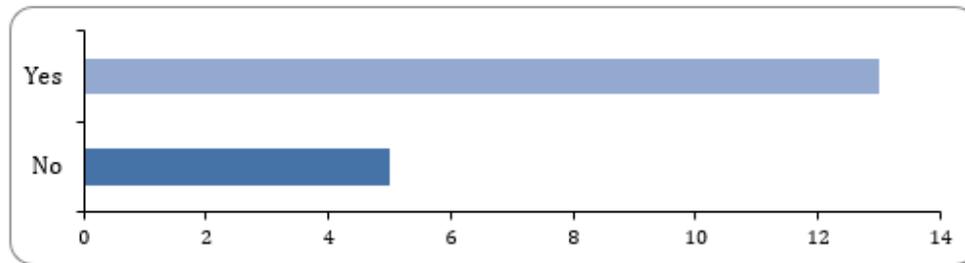
**What is your home/work postcode? (as appropriate)**

**Postcode**

There were 18 responses to this part of the question.

**Do you support the renewal of the Direction Regulation 7 (To Let Boards)?  
Do you support the renewal of the Direction Regulation 7?**

There were 18 responses to this part of the question.



Option	Total	Percent
Yes	13	72.22%
No	5	27.78%
No opinion either way	0	0.00%
Not Answered	0	0.00%

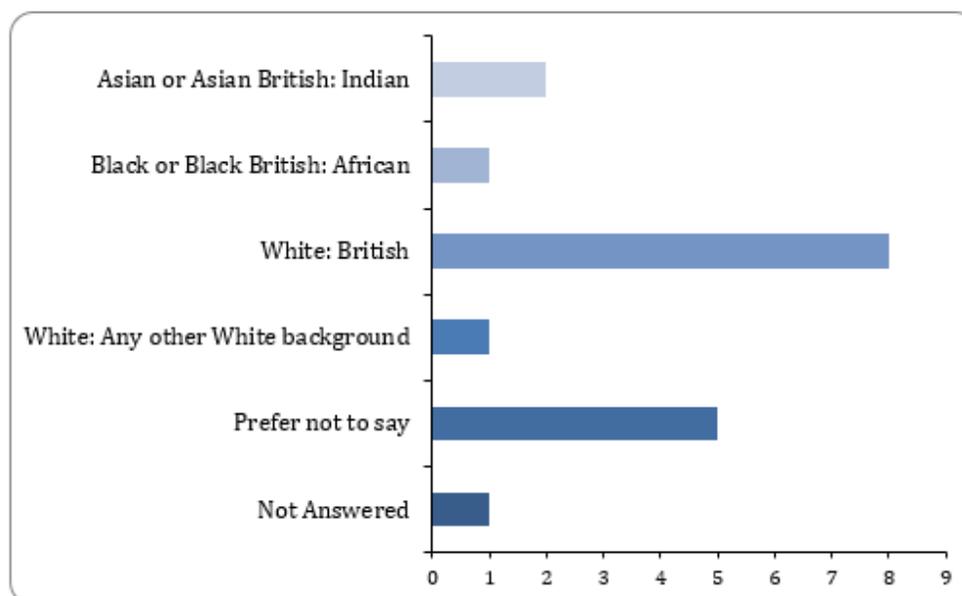
**Reg 7 comments**

There were 15 responses to this part of the question.

**Ethnic background:**

**Ethnicity**

There were 17 responses to this part of the question.



Option	Total	Percent
Asian or Asian British: Bangladeshi	0	0.00%
Asian or Asian British: Indian	2	11.11%
Asian or Asian British: Pakistani	0	0.00%
Asian or Asian British: Any other Asian background	0	0.00%
Black or Black British: African	1	5.56%
Black or Black British: Caribbean	0	0.00%
Black or Black British: Somali	0	0.00%
Black or Black British: Any other Black background	0	0.00%
Chinese	0	0.00%
Chinese: Any other Chinese background	0	0.00%
Dual/Multiple Heritage: White & Asian	0	0.00%
Dual/Multiple Heritage: White & Black African	0	0.00%
Dual/Multiple Heritage: White & Black Caribbean	0	0.00%
Dual/Multiple Heritage: Any other heritage background	0	0.00%
White: British	8	44.44%
White: European	0	0.00%
White: Irish	0	0.00%
White: Any other White background	1	5.56%
Other ethnic group: Gypsy/Romany/Irish Traveller	0	0.00%
Other ethnic group: Any other ethnic group	0	0.00%

Prefer not to say	5	27.78%
Not Answered	1	5.56%

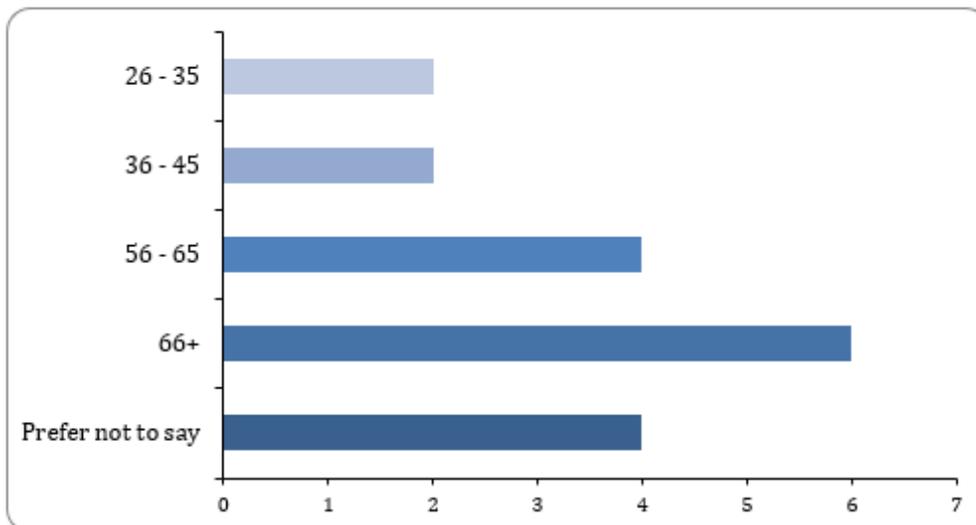
If you said your ethnic group was one of the 'Other' categories, please tell us what this is:

There was 1 response to this part of the question.

**Age:**

**Age**

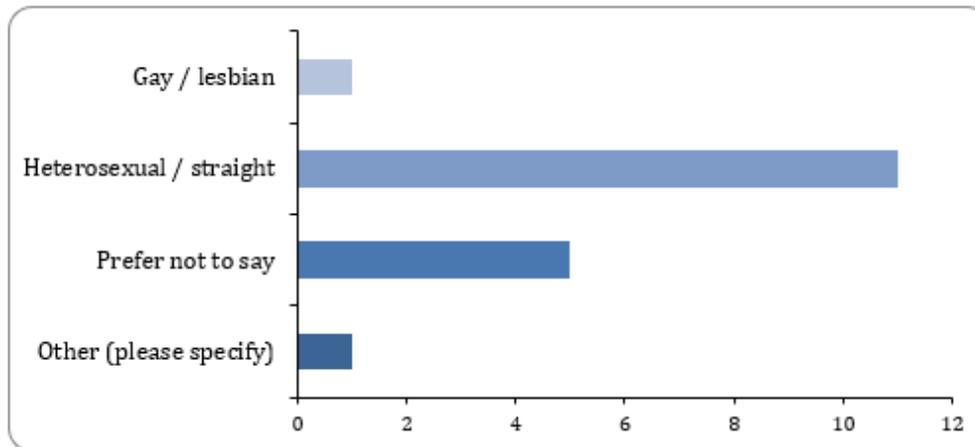
There were 18 responses to this part of the question.



Option	Total	Percent
under 18	0	0.00%
18 - 25	0	0.00%
26 - 35	2	11.11%
36 - 45	2	11.11%
46 - 55	0	0.00%
56 - 65	4	22.22%
66+	6	33.33%
Prefer not to say	4	22.22%
Not Answered	0	0.00%

**Sexual orientation. Do you consider yourself to be ...  
sexuality**

There were 18 responses to this part of the question.



Option	Total	Percent
Bisexual	0	0.00%
Gay / lesbian	1	5.56%
Heterosexual / straight	11	61.11%
Prefer not to say	5	27.78%
Other (please specify)	1	5.56%
Not Answered	0	0.00%

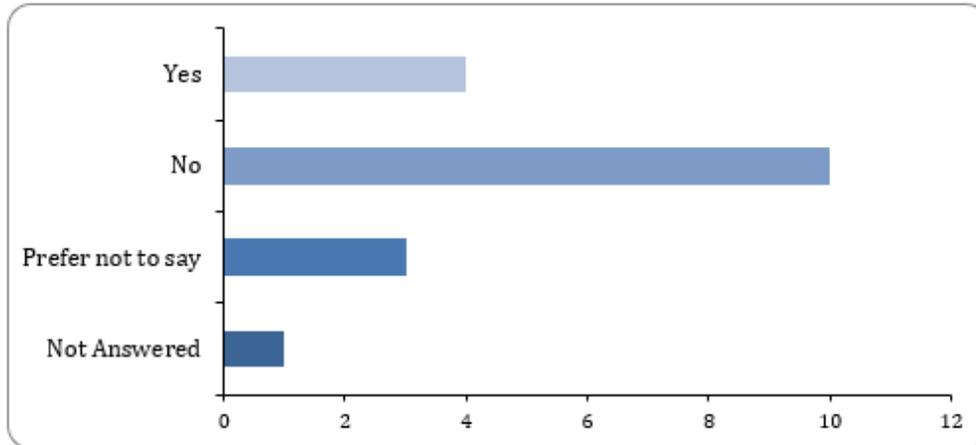
**Other sex**

There were 0 responses to this part of the question.

**Disability**

Q7

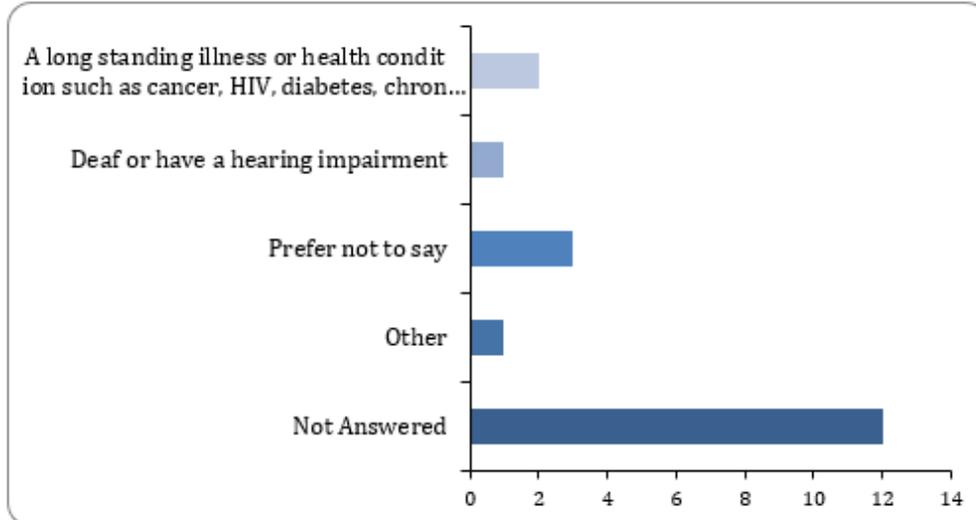
There were 17 responses to this part of the question.



Option	Total	Percent
Yes	4	22.22%
No	10	55.56%
Prefer not to say	3	16.67%
Not Answered	1	5.56%

**Disability detail**

There were 6 responses to this part of the question.



Option	Total	Percent
A long standing illness or health condition such as cancer, HIV, diabetes, chron...	2	33.33%
Deaf or have a hearing impairment	1	16.67%
Prefer not to say	3	50.00%
Other	1	16.67%
Not Answered	12	200.00%

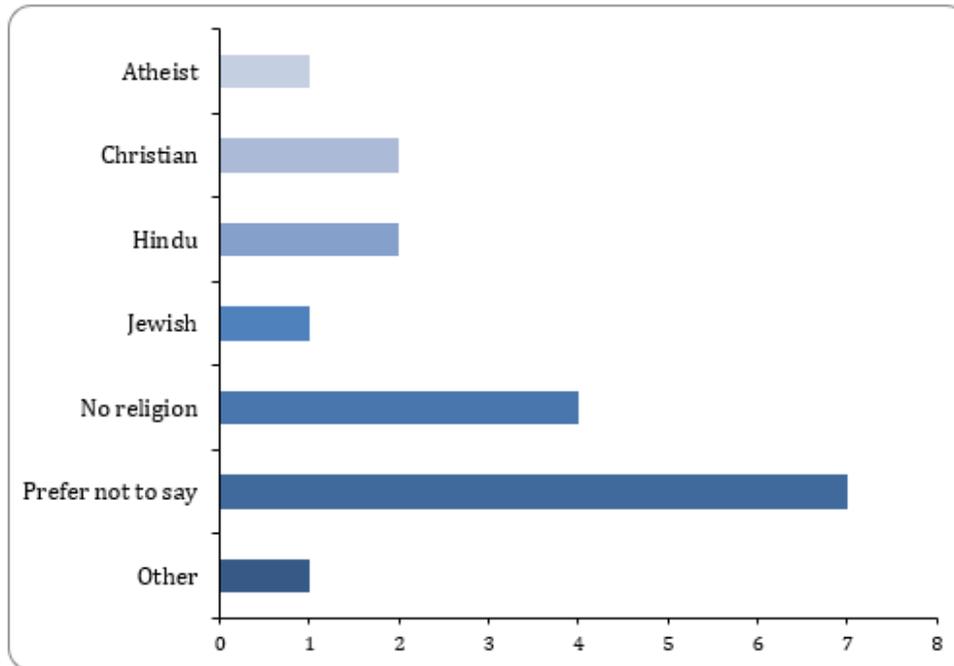
<b>A long standing illness or health condition such as cancer, HIV, diabetes, chronic heart disease, or epilepsy</b>	2	11.11%
<b>A mental health difficulty, such as depression, schizophrenia or anxiety disorder</b>	0	0.00%
<b>A physical impairment or mobility issues, such as difficulty using your arms or using a wheelchair or crutches</b>	0	0.00%
<b>A social / communication impairment such as a speech and language impairment or Asperger's syndrome / other autistic spectrum disorder</b>	0	0.00%
<b>A specific learning difficulty or disability such as Down's syndrome, dyslexia, dyspraxia or AD(H)D</b>	0	0.00%
<b>Blind or have a visual impairment uncorrected by glasses</b>	0	0.00%
<b>Deaf or have a hearing impairment</b>	1	5.56%
<b>An impairment, health condition or learning difference that is not listed above (specify if you wish)</b>	0	0.00%
<b>Prefer not to say</b>	3	16.67%
<b>Other</b>	1	5.56%
<b>Not Answered</b>	12	66.67%

#### **Other disability**

There were 2 responses to this part of the question.

#### **How would you define your religion or belief? religion**

There were 18 responses to this part of the question.



Option	Total	Percent
Atheist	1	5.56%
Bahai	0	0.00%
Buddhist	0	0.00%
Christian	2	11.11%
Hindu	2	11.11%
Jain	0	0.00%
Jewish	1	5.56%
Muslim	0	0.00%
Sikh	0	0.00%
No religion	4	22.22%
Prefer not to say	7	38.89%
Other	1	5.56%
Not Answered	0	0.00%

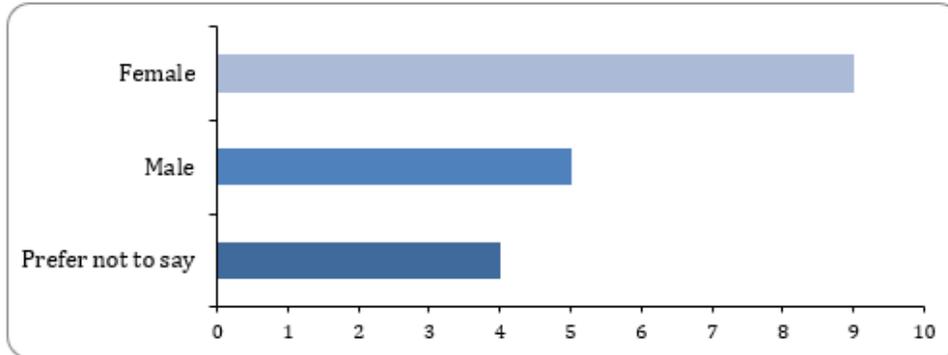
**other religion**

There was 1 response to this part of the question.

**What is your sex?**

**sex**

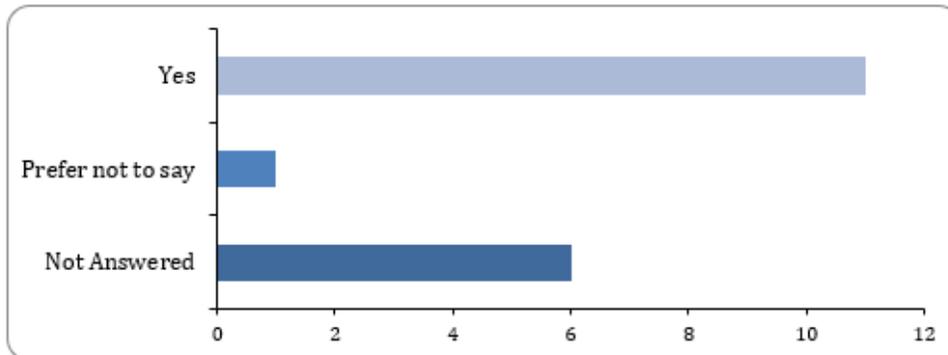
There were 18 responses to this part of the question.



Option	Total	Percent
Female	9	50.00%
Male	5	27.78%
Prefer not to say	4	22.22%
Not Answered	0	0.00%

**gender same as birth**

There were 12 responses to this part of the question.



Option	Total	Percent
Yes	11	61.11%
No	0	0.00%
Prefer not to say	1	5.56%

<b>Not Answered</b>	6	33.33%
---------------------	---	--------

**Other gender**

There were 0 responses to this part of the question.

## Appendix 9: Comments Received

### Online Consultation

#### Comments where answer was 'yes':

*'It's made a MASSIVE positive difference to the look and feel of affected neighbourhoods.'*

*'Recently I have noticed that the number of boards on display seem to be increasing again.'*

*'Allowing the regulation to lapse would be an awful choice. PLEASE...'*

*'The introduction of the ban has had a significant effect in my area. Previously many boards were left up for all or most of the year cluttering the look of the street and giving out the wrong message in terms of the strong, friendly community that exists here. I think the ban should be continued and also extended to other parts of the city.'*

*'They are an eye sore that has improved so carry on I say'*

*'This has been a really successful control policy. There have been few abuses, and its dramatically improved the local environment in the terraced streets of Clarendon Park. Please renew it!'*

*'The streets are a lot less cluttered and no longer an eyesore.'*

*'The number of boards were becoming a huge problem - they were often left even though the house/flat was occupied. The area is now calmer - visually. Thank you. (Sadly most people will not realize the difference as it is now the 'norm')'*

*'Should also include "Let By" boards which in some cases stay up for months'*

*'I am most familiar with the impact of this direction in the Clarendon Park area. It has considerably improved its appearance as I'm sure it has in the other areas affected.'*

*'The Direction 7 Regulation (To Let Boards) has been very successful in controlling the display of To Let boards in the 3b – Clarendon Park and the 3c – Greenhill areas of Castle and Knighton Wards. Only a few To Let boards have been displayed where they shouldn't be and these have been quickly removed when reported to Leicester City Council. Control of the display of To Let boards has had a positive effect on the character and appearance of our area and we support the renewal and retention of these controls.'*

#### Comments where answer was 'no':

*'We stopped letting our property in 2020 in Clarendon Park due to all the new regulations by the government. We have been trying g to sell it ever since. Again due to new mortgage regs. new EPC regs we have been unable to sell. On top of that we are now subject to Leicester city council tax, which we have always been happy to pay when empty, but due to Covid as well,*

*we are now in our second year of trying to sell and we think unfairly being charged double council tax! Having written to Leic Council about this they haven't had the decency to reply. [REDACTED]*

*'Just an excuse to make the council money, typical of a labour run council'*

*'Since this ban has come into place, we do not know which property is up for let and which isn't, prior to this ban at least you would know what house is up for let and what isn't. Not allowing this we can't see if we have new neighbours or not.'*

*'Are then going to penalize the private buyers as well.'*

### **By E-mail**

*'Not surprisingly, I very much welcome the renewal of this direction. Thank you for letting me know.'*

*'Thanks for your email, but neither of our properties (Both on [REDACTED]) are located in the areas you have listed so this does not apply to us.'*

*'Wonderful thanks for letting me know.'*

### **Leicester Mercury Website**

*'Does the ban also apply to "Office space to let" signs plastered all over the town centre?'*

*'KEEP THE BAN, some areas were looking like Cannery Row'*

*'A money making scheme mayor needing more money and who does he think will be paying not the landlord, the tenant!'*

*'some of the boards in Highfields and Evington are there for a long long time'*

### **Tweets**

**None.**

## Appendix 10: Late response

Jackie Skinner

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**From:** Rose Forman <roseforman@propertymark.co.uk>  
**Sent:** 06 April 2023 16:28  
**To:** planning.enforcement  
**Subject:** Regulation 7 Public Consultation (To Let Boards)  
**Attachments:** LCC Consultation Response from Propertymark (April 2023).pdf

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Good afternoon,

Please find attached response to the consultation: Regulation 7 Public Consultation (To Let Boards).

Propertymark is the UK's leading professional body of property agents, with over 17,000 members. We represent the voice of the private property sector across the UK. We have members in Leicester City, some of whom I spoke to in order to formulate this response.

I have outlined our objections to the proposed direction and made suggestions of alternative courses of action, where appropriate.

Please let me know if you have any queries or need anything clarifying,

Best wishes

Rose

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**Leicester City Council: Regulation 7 Public Consultation (To Let Boards)**

**Consultation response from Propertymark**

**April 2023**

**Background**

1. Propertymark is the UK's leading professional body of property agents, with over 17,000 members. We are member-led with a Board which is made up of practicing agents and we work closely with our members to set professional standards through regulation, accredited and recognised qualifications, an industry leading training programme and mandatory Continuing Professional Development.

**Overview**

2. Leicester City Council is looking to extend the Direction under Regulations 7 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 to remove 'deemed consent' for to let boards in certain areas of the city. The city originally implemented restrictions in July 2018 which were in place for five years and are now due for renewal.
3. Under the Town and Country Planning Regulations, property agents' boards are categorised as requiring 'deemed consent'. This means that explicit planning permissions is not required as long as the criteria and conditions outlined in the regulations are met. However, the Regulations give local authorities planning enforcement powers to restrict the use of deemed consent where it feels appropriate and necessary. Usually these necessities are for public safety concerns. Public safety can also factor in the likelihood of an advertisement board obscuring or hindering the visibility of traffic signs or other navigation aids, or if the advertisement will hinder the operation of any security or surveillance device or device for measuring vehicle speed.
4. The Town and Country Planning Regulations standards conditions include that an advertisement board should be kept clean and tidy and should be in a condition which does not endanger the public.
5. The concerns outlined by Leicester City Council, and the reasoning for implementing the Regulation 7 Direction, are the negative impact on the visual aspects of neighbourhoods and the local environment due to a high number of to let boards in the areas specified.<sup>1</sup> The council states that it attempted to implement a voluntary Code of Practice in order to tackle the issue, but this was unsuccessful in reducing the number of boards on display.

**Response**

**Do you support the renewal of the Direction Regulation 7 (To Let Boards)?**

6. Propertymark does not agree that a renewal of the Direction Regulation 7 is required. This is for three reasons, firstly the parameters of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 should be sufficient to control advertising boards in the area. Secondly, the direction is no longer necessary or appropriate. The lettings market has changed significantly since the direction was first implemented and therefore it is no longer relevant. Thirdly, the direction could negatively impact the promotion and awareness of local (law-abiding) letting agencies in the area, thus affecting their business unfairly.

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<sup>1</sup> [To let boards control \(leicester.gov.uk\)](https://www.leicester.gov.uk/to-let-boards-control/)

#### Adequate powers under existing legislation

7. The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (hereby referred to as the regulations) sets out the rules for advertising boards, including property sales and lettings boards. The regulations stipulate what is acceptable and what is not when advertising a property for sale or let. Agents' advertising boards come under the category of 'deemed consent', which means that explicit planning permission is not required as long as the criteria and conditions outlined in the regulations are met.
8. The standard conditions under the regulations state:
  - Advertisements cannot be displayed without permission of the owner of the site.
  - Advertisements, and any site used for the display of advertisements, should be kept clean and tidy.
  - Advertisements, and any site used for the display of advertisements, should be in a condition that does not endanger the public.
  - If the advertisement is required to be removed under the Regulations, the site should be left in a condition which does not endanger the public.
9. The powers of the local planning authority should be sufficient to control any advertising which falls outside of the standard conditions. The council has the power to enforce the conditions and issue a Discontinuance Notice under Regulation 8 of the legislation. Reasons for taking discontinuance action may include if the authority believes that there is risk of substantial injury to the amenity of the locality or a danger to members of the public. However, the planning authority must consider whether there is an option to modify the display instead of taking discontinuance action. If the owner of the advertising board does not comply with a discontinuance notice then the planning authority can escalate this under the Town and Country Planning Act 1990.
10. Propertymark recognises that these powers may have been insufficient in 2018 when the direction was first implemented, due to a high propensity of boards in the locality. However, following a period of five years where to let advertisement boards have been banned, agents in the local area have adhered to the regulations and a further extension of the ban seems disproportionate when there are sufficient powers in place to control any potential future breaches.

#### No longer necessary

11. Propertymark appreciates that a voluntary Code of Practice was introduced in 2013, which Leicester City Council states was not well adhered to. It should be noted, however, that the lettings market is significantly different now to how it was in 2013. One local Propertymark member stated that the turnaround of properties is so quick now due to such high demand in the lettings market that boards are swiftly put up and taken down (in areas not under the direction). The areas affected by the direction are predominantly student lettings, which are in very high demand as the student population of Leicester's two universities continues to climb.
12. Alongside the current direction is a Code of Practice which many agents are unaware of. Propertymark suggests that instead of imposing restrictions under a direction, a better

publicised Code of Practice and adequate enforcement could be used to regulate the improper use of advertising boards.

#### Impact on lettings business

13. When asked, our agents said that the enforcement of the direction had a negative impact on their business. Advertisement boards are used to locate what properties are available in an area, show the local lettings businesses and to make the public aware of their brand. Visibility is key to any brand's success and by inhibiting the use of advertising boards this can impact on the local agents. One agency that we spoke to said that their office is based in one of the areas of restriction and not being able to advertise around this area affected their business because it inevitably drew in less customers.
14. Letting agents, like any other business, want to maintain a respectable reputation. This can be achieved by using advertising boards effectively, showing their prominence in an area and thus giving the public (and any potential customers) confidence that they are a well-used and trusted organisation. It would not be in the best interest of a reputable lettings agency to leave boards up looking tatty and unsightly. Agents who are members of organisations such as Propertymark are regulated under our internal principles, they are therefore kept informed of their obligations and legal requirements such as those under the Town and Country Planning Regulations. Agents who are not aware or not a member of a professional body should be educated rather than chastised.

#### Conclusion

15. Propertymark agrees that excessive use of advertising boards can be labelled an 'eyesore'. But we believe that restrictions on their use, over and above the current legislation, is unnecessary and a hinderance to local businesses. The solution would be for the planning authority to use enforcement powers already within its remit to ensure that boards adhere to the standard conditions. The direction may have been required when it was first proposed in 2015, but the lettings market has changed dramatically since then as demand outstrips supply. This suggests that letting agents' attitudes to advertising boards will have changed and there is no longer an issue which needs to be controlled.