

Monday, 11 September 2006

Susan Peart
Planning System Improvement Division
Department for Communities and Local Government
Zone 3/J4
Eland House
Bressenden Place
London
SW1E 5DU

Dear Susan

RE: Town and Country Planning (Control of Advertisements) Regulations 2006 – Consultation

Thank you for allowing us to respond to the consultation document above regarding outdoor advertisements. We hope you find our comments of use.

Firstly, may I convey our full support for the premise of the regulations and congratulate your department on producing well defined and objective guidelines for planners and the advertising industry alike. In particular, we would like to pass comment on the following elements of the document.

Para. 22, Class 2C: We welcome the retention of special consideration for businesses involved in cultural or recreation activities and for tourist accommodation. As an essential element of the visitor experience, signs indicating the use and facilities of a property not only generate trade from passers-by but also assist visitors in locating and identifying the property. First impressions count for visitors and the ability for tourist-related businesses to provide clear and informative signage fortifies the UK's position as a quality tourist destination.

Para. 16, Advertisements displayed with deemed consent: The guidance for planners to advise applicants where express consent is not required is a welcome addition to the regulations. This, in conjunction with the preclusion of additional conditions for deemed consent, offers a consistent framework for planners to work from, which documents the way erroneous and controversial applications are dealt with.

Para. 155, Part 6: Sign posting of farm outlets and local tourist facilities in rural areas: We are very supportive of the motion to champion rural businesses and in particular the tourism product in these areas. This is a welcome addition to the foundations of development in rural areas, offering businesses an essential tool in generating much-needed trade from passers-by. We encourage planning authorities to heed the advice given in the regulations and to contact us in the first instance should they wish to explore the sign posting scheme suggested.

We would like to re-iterate our support for the regulations and the inclusion of policies acknowledging and accommodating the tourism industry.

Yours sincerely

James Blair
Development Officer

