

## QUESTION BY A MEMBER OF THE PUBLIC UNDER COUNCIL PROCEDURE RULE 12

**Council Meeting:** Wednesday, 26 November 2025

**Question from:** Hez Hesmondhalgh

**Question to:** Councillor Patient, Deputy Leader and Cabinet Member with responsibility for Climate Action and Housing

### **QUESTION**

The Local Plan does not have a policy on billboards, because the current Cabinet believes that policy can only be used to control advertisements in the interests of public amenity and safety.

However, planning policy can be used to address public health and environmental impacts, according to the updated NPPF.

A 'presumption against' new outdoor advertising can therefore be used to achieve the public health and environmental goals through the Local Plan.

Will the Council consider updating its 2028 Local Plan with a "No New Billboards" policy? And will they put pressure on WYCA to improve its advertising policies?

### **Response**

Local Planning Authorities (LPAs) in England have specific powers to control the display of outdoor advertisements under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. This regime is distinct from general planning permission and is designed to be less burdensome, focusing solely on two considerations: amenity and public safety. Advertisements fall into three categories:

**Exempt advertisements** – These are not subject to control, such as national flags or traffic signs.

**Advertisements with deemed consent** – These are permitted automatically if they meet specified conditions regarding size, location, and illumination.

**Advertisements requiring express consent** – Where deemed consent does not apply, advertisers must apply to the LPA for permission. The LPA can only assess

such applications based on the advertisement's impact on visual amenity (e.g. how it fits with the surroundings) and public safety (e.g. whether it distracts drivers or obstructs signs).

A 'presumption against' new outdoor advertising policy in a future Local Plan is therefore unlikely to be found lawful or sound by the Planning Inspector examining the Plan.