

Cabinet Meeting: Monday, 30 June 2025

Question from: Hez Hesmondhalgh

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

QUESTION

Councils across the country are responding to the negative impact of corporate advertising in public spaces on public health, wellbeing and on the environment.

Calderdale Council does not have a large council-owned advertising estate but private advertising space in Calderdale's public space is significant and proliferating.

Once privately-owned advertising spaces are given permission and constructed, Calderdale Council has little control over their content and do not receive income from them. This means that advertisers can show, for example, gambling, alcohol, junk food and fossil fuel advertising, which damage local communities while extracting local wealth for the profit of multinational corporations. Advertising spaces are concentrated in areas with high levels of poverty, exacerbating the problems that these communities face. Electronic billboards also consume vast quantities of electricity, threatening Calderdale's energy transition.

In order to stop the proliferation of private ad space, Calderdale Council could introduce a "No New Billboards" policy in their planning policy framework, such as a 'Local Plan' or a 'Local Development Framework'. For example, Lambeth Council introduced a policy stating "in order to enhance the environment, proposals for the renewal of advertisement consents for existing large panel advertisements will generally be resisted"

Does Calderdale Council's Cabinet have any plans to introduce such a policy? Why or why not?

Response

Councils have responsibilities and powers to control advertisements. This is primarily governed by the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

In considering whether to grant consent for an advertisement, the Council must consider the visual and aural amenity, and public safety of the advertisement. The Council cannot consider the content or subject matter of the advertisement as these are not planning matters and are regulated by the Advertising Standards Agency.

The Council has no plans to introduce a 'no new billboard policy' at the current time. In relation to this, such a blanket policy could be difficult to implement in practice on private land, because it could be seen as overreaching the Council's powers under

the Advertisement Regulations only to control advertisements in the interests of public amenity and safety.