

Hinckley & Bosworth Borough Council

Town and Country Planning (Control of Advertisements) Regulations 2007

Refusal of Advertisement Consent

Name and Address of Applicant

Verity Cheyne
BT Group Plc
1 Braham Street
London
E1 8EE

Name and Address of Agent (if any)

Mr Martin Brown
Telent
Rutland House
5 Allen Road
Livingston
EH54 6TQ

Part I - Particulars of Application

Date of Application	Application No.
5 September 2025	25/00837/ADV

Particulars and location of development:

Two LCD display panels on either side of BT Street Hub

Regent Street, Hinckley Leicestershire

Part II - Particulars of decision

In pursuance of its powers under the Town and Country Planning (Control of Advertisements) Regulations 2007 Hinckley & Bosworth Borough Council **REFUSES CONSENT** to display the advertisement(s) described above for the following reasons:-

1. The proposed advertisement by virtue of its design scale and siting within the town centre location is considered to result in significant visual harm upon the character and appearance of the townscape and Hinckley Town Centre Conservation Area. Furthermore, the bulk and two large display screens would result in an unduly prominent and visually intrusive structure in the street scene and in culmination with other signage would result in the over proliferation of unnecessary advertisements. The development is therefore considered to be contrary to Policies DM10, DM11, DM12, and DM23 of the SADMP, Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 and paragraphs 135, 212 and 215 of the National Planning Policy Framework (2024).

C. Brown.

Date : 16 January 2026
Christopher Brown MRTPI
Head of Planning

IMPORTANT - PLEASE READ THE NOTES AT THE END OF THIS DOCUMENT

NOTES

1. Where, on application being made for consent under the Town and Country Planning (Control of Advertisements) Regulations 2007, consent is refused by the Local Planning Authority the applicant may appeal to the Secretary of State. Provided that the Secretary of State shall not be required to entertain an appeal under Regulation 17 if it appears to him, having regard to the provisions of the aforesaid Regulations, that consent for the display of advertisements in respect of which application was made could not have been granted by the Local Planning Authority.
2. As this is a decision to refuse express consent for the display of an advertisement, if you want to appeal against your local planning authority's decision then you must do so within 8 weeks of the date of receipt of this notice.
3. The notice of appeal should be given on the appropriate form obtainable from the Secretary of State, Temple Quay House, 2 The Square, Temple Quay, Bristol, BS1 6PN, tel. 0303 444 5000 or online at <https://www.gov.uk/planning-inspectorate>.
4. A person displaying an advertisement in contravention of these Regulations shall be liable on summary conviction of an offence under Section 224(3) of the Act (as amended by the Planning and Compensation Act 1991) to a fine of an amount not exceeding level 3 on the standard scale and, in the case of a continuing offence, one-tenth of level 3 on the standard scale for each day during which the offence continues after conviction.