

# Hinckley & Bosworth Borough Council

## Town and Country Planning (Control of Advertisements) Regulations 2007

### Refusal of Advertisement Consent

#### Name and Address of Applicant

Mrs Amy Gilliver  
Bellway Homes Ltd (East Midlands)  
3 Romulus Court  
Meridian Business Park  
Meridian East  
Leicester  
LE19 1YG

### Part I - Particulars of Application

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**Date of Application**

7 March 2025

**Application No.**

25/00215/ADV

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**Particulars and location of development:**

Erection of a free standing post mounted sign

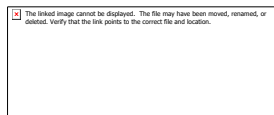
**Land Off Desford Lane Ratby Leicestershire**

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**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 described above for the following reason:-**

1. The advertisement would, by virtue of its location, scale and design have a detrimental impact upon the character of the surrounding area and represent an over proliferation of unnecessary advertisements contrary to Policy DM10 and Policy DM23 of the Site Allocations and Development Management Policies Development Plan Document (2016) and Paragraph 141 of the National Planning Policy Framework (2024).



Christopher Brown MRTPI  
**Head of Planning**

Date : 01 May 2025

**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.

**RADV NOTES (23/01/15)**