10/00506/ADV.

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COUNCIL OFFICES
HINCKLEY & BOSWORTH BOROUGH COUNCIL
ARGENTS MEAD
HINCKLEY
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LE10 1BZ

29TH June 2010

Dear Sirs

As you are aware, the Department for Communities and Local Government introduced The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 in April 2007.

A key change from the previous regulations was the definition of advertisements which have deemed consent under Class 13 of Schedule 3. An advertisement of this class is now defined as:

"An advertisement displayed on a site that has been used continually for the preceding ten years without express consent."

As you are aware from our previous correspondence, by taking advantage of these changes and through a process of submitting planning applications for unconsented sites, we are proposing to regularise the status of our entire portfolio throughout the whole U.K., not just in England, such that all sites have the necessary consents.

As a result of this process we have identified the following site that appears not to have any consent:

YB3404010007 (P) 55 COVENTRY ROAD; B4666

An application for the site was submitted via the Planning Portal reference PP-01131013. We would be grateful if you would confirm that, in line with normal practice, we can continue to display advertisements on the display during the planning and appeal process.

As explained previously, we are conducting an audit of all of our sites and if we identify any other unconsented sites in your area, we will submit applications in due course.

As you will appreciate the process is extremely cumbersome and time consuming. We are taking this approach on a national basis and we are dealing with a number of Local Authorities across the Country.

Yours faithfully

Paul Daniels
Operations Director

DEVELOPMENT
SERVICES
02 JUL 2010