

33. Renewal of Regulation 7 Direction of Lettings Boards

Kieron Manning, Assistant Director of Planning and City Services:

- a. presented a report to update committee on the Regulation 7 Direction on lettings boards in certain areas of the City which removed deemed consent for lettings boards on residential properties
- b. advised that the approval from the Secretary of State for the Regulation 7 Direction was implemented on 8 April 2019, this restriction required renewal after a period of five years
- c. requested that committee consider whether to apply to the Secretary of State for a ten year renewal of the Regulation 7 Direction which expired in April 2024
- d. outlined the areas covered by the Direction which were Monks Road area, West End area, Sincil Bank area, Union Road and Waterloo Street. These areas were identified through enforcement complaints from residents and Councillors and by officers as being the areas where the most lettings boards were being displayed
- e. explained that a survey of the five areas currently covered by the Regulation 7 Direction was carried out on 15 January 2024. During the course of the survey only two lettings boards were identified within the restricted areas. The letting agents were contacted and reminded of the Direction and these were removed
- f. invited members questions and comments

Question: What was the rationale for choosing the areas that were covered by the Direction?

Response: It was a combination of factors including the tracking of planning enforcement complaints, concerns raised by ward Councillors and Officers and there was also a visual survey of the City completed. Evidence that there was an issue within the areas had to be provided to the Secretary of State on application for the Direction.

Question: What would be the process if the Council wanted to extend the areas covered within the Direction?

Response: A new application would have to be made and the same process followed to provide evidence that there was a need for the Direction in the area.

Question: What was the process for the renewal of the current Direction?

Response: It was a lighter touch process, the Council did not have to follow the same process as when the application was made. This was because it would be difficult to provide evidence of an issue when the Direction was working successfully.

Question: How was the Direction enforced?

Response: It was enforced through the Planning Enforcement Team. There had been some isolated breaches but every case had been resolved promptly and they only required the first informal contact before the board was removed. The Direction had been a success.

Question: Did the Direction relate to lettings boards only? In the Sincil Bank area there were now advertisements on bins and in windows?

Response: The Direction related to lettings boards only. Advertisements were difficult to enforce and we could not stop people from placing advertisements in their windows. Advertisements on bins could be addressed via other areas within the Council, however, it was not covered by this Direction.

RESOLVED that the proposal to apply to the Secretary of State for a renewal of the Regulation 7 Direction to remove deemed consent for the display of lettings boards in the Monks Road area, West End area, Sincil Bank area, Union Road and Waterloo Street, Lincoln be supported.