



Ministry of Housing,  
Communities &  
Local Government

**Please ask for:** Rachael Beard  
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**Your ref:** Letting Boards  
**Our ref:** PCU/ADV/Q3060/3374655

Matthew Grant  
Local Plans Manager  
Nottingham City Council  
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**Date:** 13<sup>th</sup> February 2026

Dear Mr Grant,

**TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS)  
(ENGLAND) REGULATIONS 2007: (“the Regulations”)  
REGULATION 7: DIRECTION RESTRICTING DEEMED CONSENT**

1. I am directed by the Secretary of State to refer to the request made by Nottingham City Council (“the Council”) on 8 October 2025 for a Direction that deemed consent under Regulation 7 that would reintroduce the Council’s control over the display of letting boards on residential properties within nine areas in Nottingham City, which are advertisements under Class 3A of Schedule 3 to the Regulations.
2. The Council’s request for the making of the Direction was publicly advertised in the local press on 8 October 2025. There were no objections to the proposed Direction submitted to the Secretary of State.
3. A Planning Inspector appointed by the Secretary of State undertook an appraisal of the Council’s request, with their conclusion and recommendations outlined in an Inspector’s Report (“IR”).

**The Proposed Areas**

3. The Direction would cover the following areas of Nottingham, namely:
  - 1) Middleton Boulevard
  - 2) Faraday Road
  - 3) Lenton Triangle
  - 4) Forest Road West
  - 5) Mansfield Road

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- 6) The Drives
  - 7) Dunkirk and Lenton
  - 8) Derby Road
  - 9) University Boulevard
4. The areas are identified on the Plan “titled Map 1: Map showing the proposed areas for Letting Board restrictions” in the Council’s Statement of September 2025 annexed hereto, and are also identified in the plans, set out by the original Direction of 2012 and renewal in 2018.

### **The Council’s reasons for making the Direction**

5. The Council seeks to reintroduce the previous Directions under Regulation 7, including a small extension to Area 3 (Lenton Triangle). The Council originally applied for the Direction in 2012, and again in 2017, because there was a proliferation of lettings boards throughout the area. This is because many properties comprise student accommodation due to the proximity to the University of Nottingham Park Campus, Jubilee Campus, the University Hospital and Medical School (especially areas 1, 2, 7, 8 & 9), and The Nottingham Trent University City Campus (especially areas 4 & 5). (IR6)
6. Due to resourcing pressures and the need to establish if letting boards were still likely to be an issue 10 years on from the original restrictions being imposed, a request to renew the restrictions was not submitted by the Council and the restrictions lapsed in February 2023. The Council report that since the restrictions ended, the number of letting boards has noticeably increased, having a negative impact again on the character, amenity and appearance of the areas, in particular the Conservation Areas. Several complaints have also been received. Thus the application to reintroduce the Direction has been submitted, along with updated guidance produced by the Council (Appendix 2 in the Council’s Statement). The guidance sets out requirements for the size and location of boards and length of time for which they can be displayed. (IR8)

### **Description of Proposed Areas**

7. As set out in the original direction of 2012 and renewal of 2018.

### **Appraisal**

8. The inspector reports that, Nottingham is a university city, with 2 large universities being located proximate to the city centre. Additionally, the University Hospital and Medical School are in the city. Whilst the Council has promoted purpose built student accommodation, many returning students (years 2 onwards) prefer to live in shared accommodation (Houses in Multiple Occupation). There is a concentration of shared accommodation in the areas near to the universities, which led to the proliferation of letting boards, and thus the original restrictions.

The areas where the Direction is sought are the areas where students have a preference to live, due to their proximity to the campuses. (IR26)

9. The character of the areas varies considerably, given it covers an extensive area. Based on the evidence the Council has presented and based on the Inspector's visits, the character of the areas has not changed considerably in the past 14 years. However, the Inspector found that the clear common feature was that there is a high number of residential properties that are occupied by students or medical staff in shared spaces. (IR27)
10. The Inspector noted a proliferation of letting boards in some of the areas as set out in IR28. The Inspector considered that her site visit findings together with the Council's evidence demonstrates that a return to the proliferation of letting boards in all these areas would be harmful to the amenity, character and appearance of the areas.
11. The Inspector concludes that there is no evidence to suggest that the residential letting market has been adversely affected because of the previous Directions. (IR30)
12. In concluding, the Inspector agrees with the Council that the Direction should remain in place in perpetuity, as the number of rental properties is unlikely to reduce in the future, because of the characteristics of the area.

### **Formal Decision**

13. For the reasons set out above, the Secretary of State is satisfied that a Direction should be made to control the display of advertisements relating to letting boards on residential properties within the areas of Nottingham identified above and on the maps submitted by the Council for an indefinite period.
14. A formal Direction is attached. The Council's attention is drawn to the provisions of Regulation 7(7), which specify the procedure for publishing the effect and date of operation of the Direction.
15. When this Direction is brought into effect, the display of letting boards on residential properties may only be undertaken lawfully in the areas specified in paragraph 3 above, when the Council have granted express consent for their display. In order not to prejudice the interests of persons wishing to display advertisements for property lettings, the Council are invited to ensure that any such applications for express consent are decided within the period specified in Regulation 14(1) of the Regulations.

### **Right of Appeal against the Decision**

16. The decision of the Secretary of State may be challenged by way of an application to the High Court and a separate note is attached to this letter setting out the circumstances in which such an application may be made.

Yours sincerely,

*R.Beard*

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