Runnymede BOROUGH COUNCIL

The Secretary of State for Housing, Communities & Local Government
Planning Casework Unit
4th Floor
23 Stephenson Street
Birmingham
B2 4BH

DEPARTMENT: PLANNING POLICY
REFERENCE NUMBER: N/A
DATE: 22nd OCTOBER 2026
CLASSIFICATION: Official

Sent by Email to pcu@communities.gov.uk

Dear Sir/Madam,

Application for Direction under Regulation 7 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) - Withdrawal of Deemed Consent to display advertisements relating to Schedule 3, Part 1, Class 3A

Please accept this letter as the formal request of Runnymede Borough Council to the Secretary of State to make a direction under Regulation 7 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

The effect of the proposed Direction will be to withdraw the deemed consent contained in Class 3A of Schedule 3, Part 1 to the Regulations to display advertisements relating to the letting of residential properties in the Englefield Green and Egham (west of the M25) areas of the Borough as shown in the map of the area to which the Direction should apply. Please note that the Council is seeking a Direction to remove deemed consent for the letting of residential properties only, not for non-residential lettings or residential/non-residential sales.

The Council's Planning Committee resolved to agree to the making of an application to the Secretary of State for a Direction under Regulation 7 of the Town & County Planning (Control of Advertisements)(England) Regulations 2007 (as amended) on the 23rd September 2026. A copy of the Planning Committee Report and minute are attached.

Also attached are a Background Evidence Paper setting out the Council's evidence and justification for a Regulation 7 Direction, a map of the area to which the proposed Direction is to apply and the notice which will be displayed in the Surrey Advertiser, London Gazette and on the Council's website from 23rd October 2026. As such, the list of attachments to this covering letter are as follows:

- Copy of Planning Committee Report and minute from 23rd September 2026;
- Map of the area to which a Regulation 7 Direction should apply;
- Copies of notice for the Surrey Advertiser and London Gazette
- Copy of Final Background Evidence Paper

I have arranged for the publicity requirements of regulation 7(2) of the Regulations to be complied with. The consultation will commence on Friday 23rd October 2026 and will run for three weeks (until 11.59pm Friday 13th November). Any representations/objections we receive as a result will be forwarded to yourselves following the expiration of the consultation period, unless you indicate that representations should be sent as and when they arrive at the Council.

If you require any further information and/or have any queries regarding the application, please contact me using the contact details below.

Yours faithfully,

John Devonshire
Principal Planning Policy Officer

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