

RIBBLE VALLEY BOROUGH COUNCIL

Development Department

Council Offices, Church Walk, Clitheroe, Lancashire, BB7 2RA

Telephone: 01200 425111 www.ribblevalley.gov.uk planning@ribblevalley.gov.uk

Town and Country Planning Act 1990

Town and Country Planning Act (Control of Advertisements) Regulations

CONSENT TO DISPLAY ADVERTISEMENTS

APPLICATION NO: 3/2026/0395

DECISION DATE: 13 July 2026

DATE RECEIVED: 19/05/2026

APPLICANT:

Mr Alexander Bourne
Oakmere Homes
Helm Bank
Natland
Kendal
LA9 7PS

AGENT:

Mrs Kelly Hill
Oakmere Homes
Helm Bank
Helm Lane
Natland
Kendal
LA9 7PS

**PARTICULARS OF
ADVERTISEMENT(S):**

Advertisement Consent for the erection of two marketing sale boards on either side of the site access measuring 2.55m high and 1.35m wide and 0.12m deep.

AT: Land South of Accrington Road Whalley

Ribble Valley Borough Council hereby give notice in pursuance of the above mentioned Regulations that **consent has been granted** for the display of the advertisements referred to above in accordance with the application and plans submitted to compliance with the Standard Conditions set out on the attached sheet, and to any conditions which may be detailed below:

- 1 The development must be begun not later than the expiration of three years beginning with the date of this permission.

Reason: Required to be imposed by Section 51 of the Planning and Compulsory Purchase Act 2004.

- 2 Unless explicitly required by condition within this consent, the development hereby permitted shall be carried out in complete accordance with the proposals as detailed on drawings:

Location Plan
Proposed Marketing Signage 015/ADV-S/01 Rev C

Reason: For the avoidance of doubt and to clarify which plans are relevant to the consent hereby approved.

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- 3 The materials to be used on the external surfaces of the development as indicated on the Application Form 3/2026/0395 hereby approved and as contained within the submitted information shall be implemented in accordance with the approved details. For the avoidance of doubt the approved details does not allow for any illumination of the signage.

Reason: In order that the Local Planning Authority may ensure that the materials to be used are appropriate to the locality and respond positively to the inherent character of the area.

- 4 Notwithstanding the submitted details the advertisements and associated mountings/structures hereby permitted shall be removed no later than 5 years from the date of this permission.

Reason: As the consent sought is temporary in nature and in the interests of the visual amenities of the area in accordance with Policy DMG1 of the Ribble Valley Core Strategy.

Notes

- 1 Where the local planning authority grant consent subject to conditions, the applicant may by notice given in writing within one month of receipt of this notice or such longer period as the Secretary of State may allow, appeal to the Secretary of State for the Environment, in accordance with regulation 15 of the Town and Country Planning (Control of Advertisements) Regulations 1989. The Secretary of State is not required to entertain such an appeal if it appears to him, having regard to the provisions of the 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 than subject to the conditions imposed by them.
- 2 The regulations provide that every grant of express consent shall be for a fixed period which shall not be longer than five years from the date of grant of consent without the approval of the Secretary of State and if no period is specified the consent shall have effect as consent for five years.
- 3 It is a condition of this consent that before any advertisement is displayed on land in pursuance of the consent granted, the permission of the owner of that land or other person entitled to grant permission in relation thereto shall be obtained.
- 4 A person who displays an advertisement in contravention of the regulations will be liable on summary conviction to a fine of £1,000 and in the case of a continuing offence to a fine of £40 for each day during which the offence continues after conviction.
- 5 The applicant is advised that should there be any deviation from the approved plan the Local Planning Authority must be informed.
- 6 The Local Planning Authority operates a pre-planning application advice service which applicants are encouraged to use. Whether or not this was used, the Local Planning Authority has endeavoured to work proactively and positively to resolve issues and considered the imposition of appropriate conditions and amendments to the application to deliver a sustainable form of development.
- 7 This Decision Notice should be read in conjunction with the officer's report which is available to view on the website.

Nicola Hopkins

NICOLA HOPKINS
DIRECTOR OF ECONOMIC DEVELOPMENT AND PLANNING

Rights of Appeal

If you are aggrieved by the decision of your local planning authority to refuse permission for the proposed development or to grant it subject to conditions, then you can appeal to the Secretary of State under section 78 of the Town and Country Planning Act 1990.

If you want to appeal against your local planning authority's decision, then you must do so within 6 months of the date of this notice unless the following apply:

- If 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.

Appeals should be made online via <https://appeal-planning-decision.service.gov.uk/before-you-start>. If someone does not have access to the internet and needs help completing the appeal digitally, they should contact the Planning Inspectorate customer service team on 0303 444 5000 who will provide details of support options available.

Before making an appeal, you may find it helpful to review guidance and watch a video explaining the appeals process at <https://www.gov.uk/government/collections/make-an-appeal-to-the-planning-inspectorate-and-associated-guidance>.

The Secretary of State can allow a longer period for giving notice of an appeal but will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal.

The Secretary of State need not consider an appeal if it seems to the Secretary of State that the local planning authority could not have granted planning permission for the proposed development or could not have granted it without the conditions they imposed, having regard to the statutory requirements, to the provisions of any development order and to any directions given under a development order.