



Date: September 2021

Dear Sirs,

**The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)**  
**RE: Temporary Advertisement Regulations**

Worcester City Council is reviewing its approach to investigating complaints about the number of "to let" signs being displayed in the St Johns area. This is because this part of the city has the largest concentration of student lets. There are a significant number of "to let" signs being displayed at any one time. This helps advertise the fact that houses, or individual rooms in houses of multiple occupancy, are available for students. However, it does mean that there are at times more advertisements than one would normally expect to see in a residential area.

Whilst the Council is keen to ensure that landlords and estate agents can legally advertise the housing opportunities that they provide, it is also necessary for the Council to investigate complaints concerning advertising, especially where advertising is being displayed in a way that contravenes the current advertisement regulations.

Therefore, the Council is writing to you today to provide clarification concerning the regulations. To let signs must only serve the purpose of advertising vacancies. Once a property is let, or there are no longer any vacant rooms in a house of multiple occupation, the advertisement must be removed within **14 days** of a grant of tenancy.

To ensure compliance with these regulations the Council expects that "to let" signs are only in place for the absolute minimum amount of time allowed. These regulations will be actively enforced. A failure to comply with these regulations will result in the Council using its powers to either remove the advertisements and charge for the cost of removal, or instigate prosecution proceedings.

Please find enclosed a leaflet that sets out the requirements of the current regulations.

Yours faithfully,

**Planning Enforcement**  
**Worcester City Council**

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[www.worcester.gov.uk](http://www.worcester.gov.uk)

**Location:** Guildhall, High Street, Worcester WR1 2EY