

SW/L6657
10 July 2026

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Wiltshire Council
Development Management

To whom it may concern

RE: Temporary Event Banners

I am applying on behalf of Devizes Town Council for a renewal of the existing planning consent for the erection of Temporary Event Banners on the Green in Devizes. The previous planning approval was granted 7 September 2021 (application reference PL/2021/05985). This application is made on the same basis as the previous advertisement consent, with no material changes proposed to the nature, scale, location or operation of the advertisements.

The Green occupies a prominent location within Devizes and has, for a number of years, been used as a location for the temporary display of event banners.

The existing advertisement consent has operated successfully throughout its five-year term. The banners have long been an established means of promoting local events and activities and contribute to informing residents and visitors of opportunities to participate in community life.

The proposal represents the continuation of an established arrangement that has operated for the previous consent period without any material adverse impact on the character or appearance of the surrounding area.

The advertisements provide an important community benefit by promoting local events, cultural activities, charitable initiatives and civic occasions, supporting community engagement and the vitality of the town. The banners have been displayed safely throughout the previous consent period without any known issues affecting highway safety or pedestrian movement.

In conclusion, this application seeks the renewal of an existing advertisement consent on a like-for-like basis. The proposal has operated successfully throughout the previous consent period without giving rise to unacceptable impacts on either visual amenity or public safety. The continued display of temporary event banners provides an important means of promoting community, cultural and civic events, supporting local organisations and contributing positively to the vitality of Devizes.

For these reasons, it is respectfully submitted that the proposal satisfies the relevant considerations for advertisement consent, and planning permission is sought for a further period.

Should you require any further information please do not hesitate to contact me.

Yours sincerely
for **Devizes Town Council**



Simon Williams
Town Clerk / Chief Executive and Responsible Financial Officer