



· INSTITUTE · OF · HISTORIC ·  
BUILDING · CONSERVATION

*Making Heritage Work*

Publicity Applications  
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21 October 2009

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Dear Sirs

## **PUBLICITY FOR PLANNING APPLICATIONS**

The Institute of Historic Building Conservation (IHBC) is the professional body of the United Kingdom representing conservation specialists and historic environment practitioners in the public and private sectors. The Institute exists to establish the highest standards of conservation practice, to support the effective protection and enhancement of the historic environment, and to promote heritage-led regeneration and access to the historic environment for all.

Thank you for inviting us to participate in this consultation. Our responses to the consultation questions are as follows.

**Q1 What are your views on making web publication mandatory for a period of 21 days for planning notices where there is currently a requirement to advertise in a newspaper? This option could be pursued whether we change the arrangements for newspaper advertisement or not.**

This proposal seems very half-hearted when selecting applications for web publication probably involves more work than publishing all applications, which we favour (see our answer to question 2).

**Q2 Do you think it should be mandatory for notices for all planning applications to be made available on a local authority website?**

Yes. Most authorities do this already. Those that do not may need to upgrade their IT and so would need some time to comply. Best practice authorities also provide access to plans and other salient documents on-line. The requirements should also be working towards this objective.

**Q3 The requirements to advertise in newspapers for certain types of planning applications and consents, and possible amendments to these, are identified in Table 1. What are your views on these possible amendments?**

Newspaper advertisement is an increasingly futile form of advertisement. The chances of anyone affected by a proposal reading the small advertisements in a specific newspaper on a specific day are remote. This is borne out by the Camden research which showed the reach to be very small and declining. The other forms of publicity, site notices, neighbour notification and website publication are far more effective. The Institute would not regret the abolition of newspaper advertising altogether.

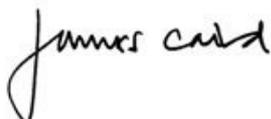
**Q4 Do you consider that the period for publicising site notices for listed building and conservation area consent should be increased to 21 days?**

Yes. It is simplest to have all applications subject to the same regime.

**Q5 Do you have any comments on the impact assessment (see Annex 1), in particular the anticipated impact on small businesses and equality issues?**

We have no comment on this.

Yours faithfully

A handwritten signature in black ink that reads "James Caird". The signature is written in a cursive style with a large initial 'J'.

James Caird  
Consultant Consultations Co-ordinator