

Appendix 5

READING BOROUGH COUNCIL

DRAFT CHARTER ON THE DISPLAY OF LETTING BOARDS

IN DESIGNATED AREAS SUBJECT TO A VOLUNTARY AGREEMENT

In 2014, lettings agents signed a voluntary agreement, or otherwise recognised the existence of such an agreement, undertaking not to erect letting boards or other signage in connection with the letting of residential properties within a designated area located within Redlands Ward in Reading. The agreement was for a 6 month pilot period between October 2014 and March 2015. The voluntary agreement was largely successful and nearly all lettings agents abided by the terms of the agreement.

A meeting held on 9th June 2015, attended by a number of letting and estate agents which operate in Reading Borough, representatives of a number of community groups and representatives of Reading Borough Council, agreed to take the initiative forward by:

- i. Extending the voluntary agreement for the area that formed the pilot area (see Plan 1) to a permanent voluntary ban on the erection of lettings boards or other signage in connection with the letting of residential properties;
- ii. Extending the area of the voluntary ban on the erection of lettings boards or other signage in connection with the letting of residential properties to a wider area including additional parts of Redlands Ward and parts of Park Ward, which have recently experienced high concentrations of lettings boards (see Plan 2);
- iii. Introducing a voluntary ban on the erection of lettings boards or other signage in connection with the letting of residential properties within the area of the Russell Street/Castle Hill Conservation Area (see Plan 3).

Under this charter, owners of property and agents voluntarily agree not to erect any advertising boards, lettings boards or other signage related to the letting of residential properties within the areas indicated above.

Under this charter, the Council undertakes to work with representatives of relevant local community groups in developing a framework for those groups to monitor the operation of the voluntary ban through regular recording of the erection and presence of boards and for encouraging owners of property and letting and estate agents to take part and respect the voluntary ban. The Council also undertakes to carry out periodic reviews of the information submitted to it and report on the success or otherwise of the voluntary ban and the operations under this charter. The Council undertakes to consider alternative actions should

any of the voluntary bans in place be clearly not working through the presence of high concentrations of lettings boards which are significantly damaging to the character and appearance of the area.

Under this charter, the relevant community groups undertake to carry out regular monitoring of the erection and presence of boards, in a form and to methodologies agreed with officers of the Council and to report the results of that monitoring to the Council. The relevant community groups will undertake to write to agents to record where the voluntary ban is not being followed and encourage them to accord with the voluntary ban. They will also report on the voluntary ban to their communities via their normal communication channels.

As appropriate, a meeting involving all interested parties can be arranged by the Council to consider concerns and issues with the operation of the voluntary ban.

(Company) voluntarily agrees not to display any advertising boards, other than those in connection with the sale of a property (i.e. FOR SALE and/or SOLD boards) in the areas denoted in Plan 1, Plan2 or Plan 3 attached to this Charter for as long as this agreement and charter remain in place.

Signed..... on behalf of (company).

The (community group) voluntarily undertakes to carry out regular monitoring of the erection and presence of boards, reporting the results of that monitoring to the Council and to write to agents to record where the voluntary ban is not being followed and encourage them to accord with the voluntary ban.

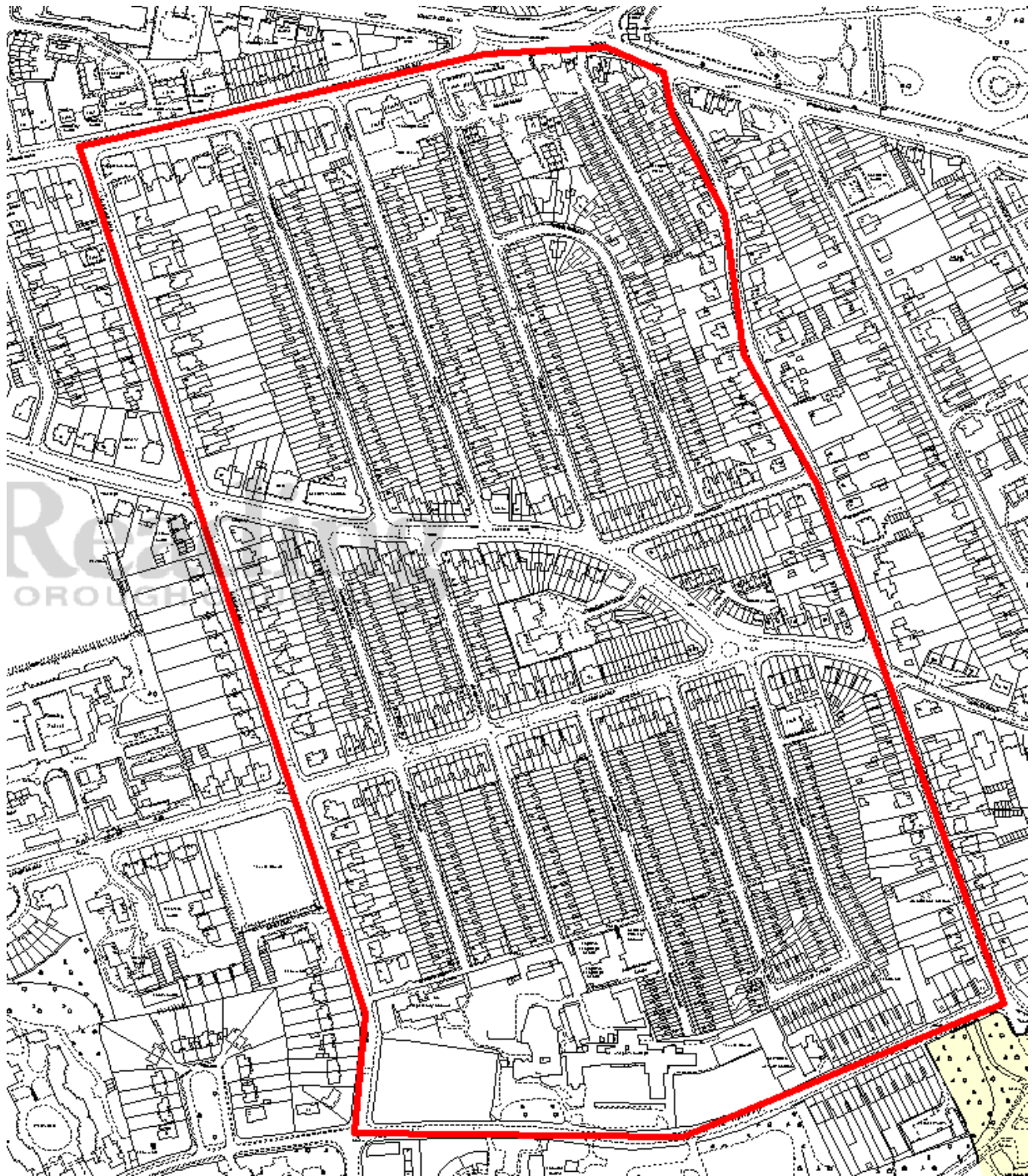
Signed..... on behalf of (community group).

The Council undertakes to work with representatives of relevant local community groups in developing a framework for those groups to monitor the operation of the voluntary ban, to carry out periodic reviews of the information submitted to it and report on the success or otherwise of the voluntary ban and the operations under this charter.

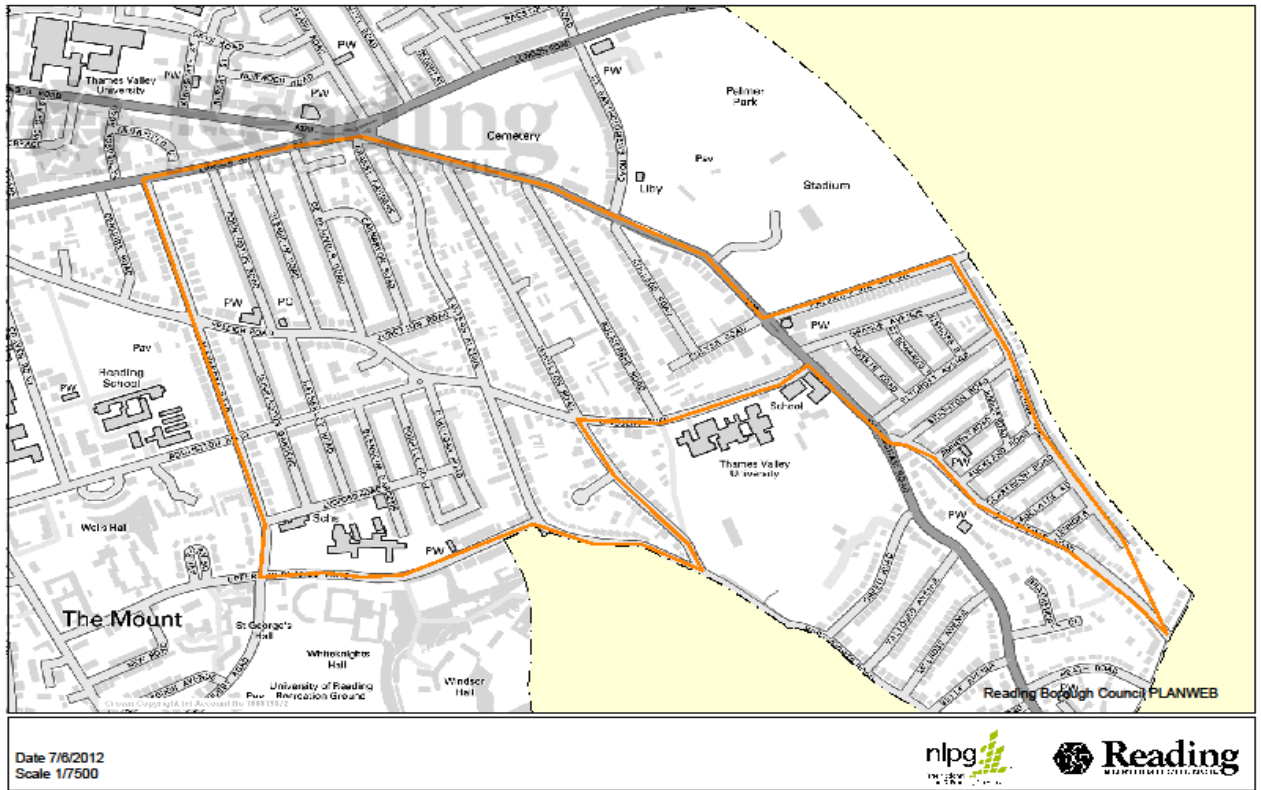
The Council also undertakes to consider alternative actions should any of the voluntary bans in place be clearly not working through the presence of high concentrations of lettings boards which are significantly damaging to the character and appearance of the area.

Signed.....on behalf of Reading Borough Council.

Plan 1 The original pilot area for the voluntary ban on lettings boards.



Plan 2: The original survey area for the voluntary ban on lettings boards where high concentrations of lettings boards had been recorded.



Plan 3: The Russell Street/Castle Hill Conservation Area

