

Screening report

Responsible Authority:	Perth and Kinross Council
Title of the plan:	Advertisement Controls Planning Guidance
What prompted the plan: (e.g. a legislative, regulatory or administrative provision)	The Council has powers to control the display of advertisements in the interests of amenity or public safety. These powers are derived from Sections 182-187 of the Town & Country Planning (Scotland) Act 1997 (as amended), and the provisions of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984. The regulations are accompanied by Circular 10/1984, which sets out the Scottish Ministers guidance on the Control of Advertisements.
Plan subject: (e.g. transport)	Town and Country Planning – advertisement controls
Screening is required by the Environmental Assessment (Scotland) Act 2005. Based on Boxes 3 and 4, our view is that:	<input type="checkbox"/> An SEA is required, as the environmental effects are likely to be significant: Please indicate below what Section of the 2005 Act this plan falls within <input type="checkbox"/> Section 5(3) <input type="checkbox"/> Section 5(4) <input checked="" type="checkbox"/> An SEA is <u>not</u> required, as the environmental effects are unlikely to be significant: Please indicate below what Section of the 2005 Act this plan falls within <input checked="" type="checkbox"/> Section 5(3) <input type="checkbox"/> Section 5(4)
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Date:	04/07/2025

<p>Context of the Plan:</p>	<p>This guidance sets out the Council’s interpretation of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations to advise the public of the standards the Council is trying to achieve.</p> <p>The Council’s predecessor authority adopted and issued a planning advice note on advertisement control to guide applicants seeking advertisement consent. That advice note set out some locally derived policy and guidelines on advertisement control and illustrated the provisions of the relevant Act and Regulations and the matters to be taken into consideration when determining applications for advertisement consent.</p> <p>This advice note has remained unaltered for many years. A review of this advice note is required to ensure it remains relevant and fit for purpose.</p>
<p>Description of the Plan:</p>	<p>The Regulations set out the circumstances in which advertisements need consent from the planning authority and define limited circumstances where advertisements may be displayed without the need for an application. There is provision for planning authorities to set out relevant amenity or public safety criteria, and these will be material to the determination of advertisement consent applications.</p> <p>It is proposed to prepare and issue the updated note as non-statutory planning guidance.</p>
<p>What are the key components of the plan?</p>	<ul style="list-style-type: none"> • Council policy on signposting • Detailed guidelines for advertisers applying for consent • Summary of Schedule 4 the specified classes of advertisements displayed with deemed consent • Summary of Schedule 1 standard conditions the standard conditions • Technical guidance on illuminated advertisements (including digital displays)
<p>Have any of the components of the plan been considered in previous SEA work?</p>	<p>PKC’s original guidance based on the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 will not have been the subject of an SEA.</p> <p>The regulations were amended by the Town and Country Planning (Control of Advertisements) (Scotland) Amendment Regulations 2014, which may have been the subject of an SEA.</p>
<p>In terms of your response to Boxes 7 and 8 above, set out those components of the plan that are likely to require screening:</p>	<p>The sections on Council policy, guidelines for applications, and technical guidance on illuminated advertisements may require screening.</p> <p>The sections containing summaries of Schedule 1 and 4 of the Regulations are not considered to require screening.</p>

**Identifying interactions of the plan with the environment and
Considering the likely significance of any interactions (Error! Reference source not found.)**

Plan Components	Biodiversity, flora and fauna	Population and human health	Soil	Water	Air	Climatic factors	Material assets	Cultural heritage	Landscape	Inter-relationship issues	Explanation of Potential Environmental Effects	Explanation of Significance
Council policy on signposting	✓	✓	✗	✗	✗	✗	✓	✓	✓	✗	Potential for reduction in light pollution and associated impact on flora and fauna, positive effects for human health, reduced land take for development, protection of landscape and areas of important cultural heritage.	No potential for significant effects identified as the guidance only outlines conditions for controlling advertisements rather than including development proposals.
Detailed guidelines for advertisers	✓	✓	✗	✗	✗	✗	✓	✓	✓	✗	Potential for reduction in light pollution and associated impact on flora and fauna, positive effects for human health, reduced land take for development, protection of landscape and areas of important cultural heritage.	No potential for significant effects identified as the guidance only outlines conditions for controlling advertisements rather than including development proposals.
Technical guidance on illuminated advertisements	✓	✓	✗	✗	✗	✓	✓	✗	✓	✗	Potential for reduction in light pollution and associated impact on flora and fauna, reduced energy demand, positive effects for human health, reduced land take for development, protection of landscape and areas of important cultural heritage.	No potential for significant effects identified as the guidance only outlines conditions for controlling advertisements rather than including development proposals.

<p>Summary of how environmental principles have been considered: (including an outline of how the guiding principles, as set out in section 13 of the Continuity Act, are relevant to the plan)</p>	<p>The guidance on control of advertisements includes measures to reduce the potential impact these may have on the environment. In particular, illuminated advertisements are considered in detail due to the potential for light pollution and associated impacts. We advise the leading industry guidance should be followed in order to gain consent, and this was developed through research on the impact of light pollution on human and ecosystem health.</p>
<p>Summary of interactions with the environment and statement of the findings of the Screening: (Including an outline of the likely significance of any interactions, positive or negative, and explanation of conclusion of the screening exercise.)</p>	<p>The Advertisement Control non-statutory planning guidance will be a consideration for the determining of application for advertisement consent in Perth and Kinross. It will offer a consolidating guide to existing regulations and guidance relating to the sustainable use of advertisements, with the aim of protecting visual amenity, public and ecosystem health.</p> <p>The guidance outlines conditions for the control of advertisements and does not include any proposals new development. It will not result in any significant environmental effects on the issues listed in Schedule 3 Section 6 (a)-(e) of the Environmental Assessment (Scotland) Act 2005. It is therefore our view that an SEA is not required in this instance.</p>

When completed send to: SEA.gateway@gov.scot or to the SEA Gateway, Scottish Government, Area 2F (South), Victoria Quay, Edinburgh, EH6 6QQ.