



Campaign to Protect  
Rural England  
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**16 March 2007**

## **PRESS RELEASE**

**Embargo: For immediate publication**

### **Countryside Campaigners welcome curbs on illegal billboards**

Cheshire's countryside campaigners CPRE [1] welcomed this week's news of a package of Government measures to crack down on illegal advertising alongside our roads.[2]

The countryside charity launched a successful campaign two years ago, asking members of the public to report advertising displays on trailers lining the county's motorways, and feel the support they received from the public helped to cut down on unsightly and distracting signs in Cheshire.

'The extent of the response we had to our campaign in 2005 on roadside advertising showed just how many people in Cheshire are concerned about this,' said Jean Stainthorpe, Vice President of Cheshire CPRE. 'Although the number of signs decreased following that campaign, they did not all disappear, and we therefore welcome the announcement of stronger action by the Government.'

The Cheshire campaign was part of a national CPRE effort, which has now succeeded in persuading the Government to toughen up on illegal billboards.

'Broken-down trailers displaying adverts are an eyesore in our countryside, and the very concept of them is highly dangerous – they are designed to divert the attention of drivers speeding past at 70 miles an hour. Most of the public and many of our local councils[3] would like to see this stamped out, and now we hope it will be easier to enforce the planning rules that outlaw this hazardous and hideous advertising,' Ms Stainthorpe continued.

To report an advertising display on a motorway or mounted on a trailer, email [info@cpre.org.uk](mailto:info@cpre.org.uk) or call CPRE's national Planning Hotline on 020 7981 2800 as soon as it is safe to do so. For more information on the Cheshire campaign, call Cheshire CPRE on 01606 835046.

– ENDS –

NOTES FOR EDITORS □ □

[1.] CPRE, the Campaign to Protect Rural England, is a charity which promotes the beauty, tranquillity and diversity of rural England. We advocate positive solutions for the long-term future of the countryside. Founded in 1926, we have 60,000 supporters and a branch in every county. President: Sir Max Hastings. Patron: Her Majesty The Queen.

[2] The Government has announced a package of measures to address illegal advertising displays, ranging from revised regulations and a new leaflet of case studies issued by the Planning Advisory Service to a database of offenders that can be used in bringing prosecutions. Full details are available from [www.communities.gov.uk](http://www.communities.gov.uk)

[3]. An opinion poll of 556 drivers conducted for [www.motorinsurance.co.uk](http://www.motorinsurance.co.uk) and published on their website on 30 November 2005 showed that 60% of motorists were in favour of a total ban on motorway advertising, and a further 15% believed that such advertisements should be restricted to licensed locations. At least 72 local planning authorities have either endorsed CPRE's campaign or taken action as a result of it, for more details see our [roadside advertising campaign](#).on the national website [www.cpre.org.uk](http://www.cpre.org.uk)

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