EPSOM & EWELL TIMES
For the community, by the community. A not-for-profit service

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Epsom Council delivers shock rejection to defibrillator kiosk

27 July 2026



Plans to install a communications kiosk including an advertising screen and defibrillator on Epsom High Street have been refused over concerns it would harm the character of the area.

The proposals would have seen the 2.63 metre tall structure placed on the high street pavement, for which the applicant was seeking both planning permission and advertising consent.

As well as holding a publicly available defibrillator in case of emergencies, the unit also would have offered free calls to landlines, free Wi-Fi and interactive wayfinding.

One side of the unit would have featured an LED advertising display, which planning documents describe as “equivalent to the size of display found on bus shelters”.

But the design was met with pushback from a number of residents, with several complaining about its potential impact on the high street conservation area.

One “frequent visitor” to the town wrote an objection to the advertising consent, calling it “ugly, obstructive and unnecessary advertisement hoarding with several cursory additions”.

In their refusal, Epsom and Ewell Borough Council planning officers wrote that kiosk “would create additional street clutter” and “would be excessive and out of character within the street scene”.

They also noted in their report that the council has received 14 similar applications in the past 18 months.

“If each proposal were to be granted approval, the council would have an excess of public payphones and defibrillators, notwithstanding facilities already in existence in the surrounding area,” officers wrote.

“These applications have been submitted over time by different companies, some of which are in very similar locations, which if all were to be granted would result in several similar structures being built within proximity of each other; resulting in over dominance and harm to the street character and visual amenity.”

They added: “As a result of its unsatisfactory siting, design, scale and appearance, the proposed communication hub structure would create significant clutter on the street causing unacceptable visual harm to the wider character of the area.”

“The Planning Inspectorate has dismissed appeals at Epsom Gateway and Capital Square, agreeing with the council that the harm from the advertising screens outweighs the public benefits of including a defibrillator.

“The health and wellbeing of residents is central to the council’s work.”

Defibrillators are currently placed at the following sites across Epsom & Ewell:

- Market Place, Epsom.
- Ebbisham Centre, Epsom Square, Epsom.
- Town Hall (rear entrance).
- Harold Bell Solicitors, 174 Kingston Road, Ewell.
- St John’s Parish Centre, Station Approach, Stoneleigh.
- Auriol Park Café, Salisbury Road, Worcester Park.
- The Parade Dental Practice, 177 Kingston Road, Ewell.
- Ruxley Chemist, Ruxley Lane, Ewell Court.
- Horton Pharmacy, Pelman Way, Epsom.
- Horton Country Park, Horton Lane, Epsom.
- Londis Convenience Store, Hollymoor Lane, Epsom.
- NISA Convenience Store, Ruxley Lane.

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James Moules Local Democracy Reporter

Image: Epsom High Street site of intended Defibrillator Hub (Credit: JCDecaux)

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