

Protecting theatres for everyone



Ref.: TC/2277

30 June 2020

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East Riding of Yorkshire Council
Planning and Development Management
County Hall
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By e-mail: planning@eastriding.gov.uk

Application: 20/01722/PAD

Site: The Spa Bridlington South Marine Drive Bridlington East Riding Of Yorkshire YO15 3JH

Proposal: Display of 1 internally illuminated LED/LCD display sign

Remit:

The Theatres Trust is the national advisory public body for theatres. We were established through the Theatres Trust Act 1976 'to promote the better protection of theatres' and provide statutory planning advice on theatre buildings and theatre use in England through The Town and Country Planning (Development Management Procedure) (England) Order 2015, requiring the Trust to be consulted by local authorities on planning applications which include 'development involving any land on which there is a theatre'.

Comment:

This application for advertisement consent has come to the attention of the Trust because it involves development at Bridlington Spa. The Spa is a complex containing a theatre, hall and conference centre.

The Spa originally opened in 1896 although a fire shortly afterwards destroyed the theatre which was rebuilt in 1907 and remains today with a decorative Italian Renaissance style interior. The Royal Hall was also gutted by fire in 1932 and was also rebuilt although the theatre suffered just some smoke and water damage. Although not statutorily listed the Spa, or at least parts of it including the theatre, can be considered an undesignated heritage asset. The Spa is an important cultural asset for Bridlington which as well as serving the local population also helps bring people into the area to the benefit of the wider town and its economy. Paragraph 92 of the NPPF (2019) seeks planning decisions to plan positively for social and cultural facilities such as this.

This proposal seeks to display an internally illuminated sign, and has been submitted alongside a

Theatres Trust

22 Charing Cross Road, London WC2H 0QL

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Chair Tim Eyles **Director** Jon Morgan

Trustees Richard Baldwin, David Blyth, Pam Bone, Paul Cartwright, Paddy Dillon, David Ian, Richard Johnston, Gary Kemp, Simon Ricketts, Truda Spruyt

The National Advisory Public Body for Theatres

The Theatres Trust Charitable Fund co-operates with the Theatres Trust, has the same Trustees and is registered as a charity under number 274697

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further application for signage for which the Trust has also provided comments under separate cover. Specifically, this signage will sit above the main entrance to the box office and Spa Theatre replacing the existing static/printed signage banner. It consists of an LED/LCD display sign; this will afford greater flexibility to alter what is displayed thus enhancing the Spa's offer and its ability to promote upcoming events. A number of theatres around the UK have been replacing signage in a similar manner recently.

The Trust does not consider this proposal would give rise to any concerns regarding the amenity of surrounding properties or of highway safety. Therefore we support the granting of advertisement consent.

Please do not hesitate to contact the Trust should you wish to discuss this representation in greater detail.

Tom Clarke MRTPI
National Planning Adviser

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