

# Protecting theatres for **everyone**



Ref.: TC/1122

16 July 2020

Russell Ellis  
Woking Borough Council  
Civic Offices  
Gloucester Square  
Woking  
GU21 6YL

By e-mail: [developmentmanagement@woking.gov.uk](mailto:developmentmanagement@woking.gov.uk);

**Applications:** PLAN/2020/0547

**Site:** Peacocks Centre Victoria Way Woking Surrey GU21 6GB

**Proposals:** Advertisement Consent for LED screen sign to replace readograph sign at existing location - side wall of main entrance to the Ambassadors Theatres.

## **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 relates to the New Victoria Theatre, also known as The Ambassadors.

The theatre is a significant cultural venue for Woking and part of the wider Peacocks Centre. Paragraph 92 of the NPPF (2019) seeks planning decisions to plan positively for these types of facilities. This proposal seeks to replace an existing static readograph poster to the front elevation with a LED screen.

Posters and signage promoting upcoming shows and events can be considered an integral element of theatre character. A number of proposals of this nature have come forward more recently across the UK; electronic signage affords greater flexibility to alter content more frequently and tailor it to particular audiences. This makes it more effective and also helps reduce costs and the need to alter manually, as well improve safety as there is less need to work at height and above public areas and highways.

## **Theatres Trust**

22 Charing Cross Road, London WC2H 0QL

**T** 020 7836 8591 **E** [info@theatrestrust.org.uk](mailto:info@theatrestrust.org.uk) **W** [theatrestrust.org.uk](http://theatrestrust.org.uk)

**Chair** Tim Eyles **Director** Jon Morgan

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

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## Protecting theatres for **everyone**



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 contact us should you wish to discuss this representation further.

Yours sincerely,

Tom Clarke MRTPI  
National Planning Adviser

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