

Protecting theatres for everyone



Ref.: TC/775

25 November 2020

Sakina Khanbhai
Guildford Borough Council
Millmead House
Millmead
Guildford
Surrey
GU2 4BB

By e-mail: planningenquiries@guildford.gov.uk

Application: 20/P/01951

Site: Yvonne Arnaud Theatre, Millbrook, Guildford, GU1 3TZ

Proposal: Advertisement Consent for the erection of 1 internally illuminated projecting sign and 4 internally illuminated information panels.

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:

Thank you for consulting Theatres Trust regarding this application for advertisement consent at Yvonne Arnaud Theatre, in association with the installation of new signage to the theatre's Millbrook elevation along with digital screens.

The need for and benefit of new signage to the theatre has been articulated in our written comments for corresponding applications 20/P/01902 and 20/P/01903. Similarly advertisement boards can be considered an integral element of theatre design and character; digital versions provide greater flexibility and personalisation to specific audiences so therefore improve effectiveness for theatres whilst reducing costs and safety implications associated with their change. We have commented on proposals for digital signage in recent times at a number of venues across the UK including many other statutory listed heritage assets.

Theatres Trust

22 Charing Cross Road, London WC2H 0QL

T 020 7836 8591 **E** info@theatrestrust.org.uk **W** theatrestrust.org.uk

Chair Tim Eyles **Director** Jon Morgan

Trustees Richard Baldwin, David Blyth, Pam Bone, Paul Cartwright, Paddy Dillon, Annie Hampson, Richard Johnston, Gary Kemp, Simon Ricketts, Jane Spiers, Truda Spruyt, Katie Town

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

Protecting theatres for **everyone**



We are supportive of these proposals which as set out in our other comments will improve visibility and prominence of the theatre. We do not consider the new signage would give rise to issues of pedestrian or highway safety or impact on the amenity of surrounding properties.

Therefore we support the granting of advertisement consent.

Please contact us if we may be of further assistance or should you wish to discuss these comments further.

Tom Clarke MRTPI
National Planning Adviser

Theatres Trust

22 Charing Cross Road, London WC2H 0QL

T 020 7836 8591 **E** info@theatrestrust.org.uk **W** theatrestrust.org.uk

Chair Tim Eyles **Director** Jon Morgan

Trustees Richard Baldwin, David Blyth, Pam Bone, Paul Cartwright, Paddy Dillon, Annie Hampson, Richard Johnston, Gary Kemp, Simon Ricketts, Jane Spiers, Truda Spruyt, Katie Town

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