

Protecting theatres for everyone



Ref.: TC/2198

11 December 2020

Annabel Cooper
Planning, Building Control & Licensing
Colchester Borough Council
Town Hall,
Colchester,
Essex,
CO1 1FR

By e-mail: planning.services@colchester.gov.uk

Application: 202701

Site: Colchester Mercury Theatre Ltd, Mercury Theatre, Balkerne Passage, Colchester CO1 1PT

Proposal: Halo illuminated signs with company name on

Remit:

The Theatres Trust is the national advisory public body for theatres. We were established through the Theatres Trust Act 1978 'to promote the better protection of theatres' and provide statutory planning advice on theatre buildings and theatre use in Scotland through The Town and Country Planning (Development Management Procedure) (Scotland) Regulation 2013, 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 the Mercury Theatre.

The Mercury has been undergoing an exciting transformation programme to refurbish and extend the building and enhance its role as a cultural asset for Colchester and the wider area. This proposal is associated with that and is seeking to install new illuminated signage to reflect the theatre's revised logo and branding.

We are supportive of this proposal and do not consider the signage would give rise to any concerns regarding harm to amenity or pedestrian and highway safety. Therefore we recommend the granting of advertisement consent.

Please contact us if we may be of further assistance or should you wish to discuss this representation in greater detail.

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**



A handwritten signature in black ink that reads "T Clarke". The signature is written on a light-colored, slightly textured background.

Tom Clarke MRTPI
National Planning Adviser

Theatres Trust

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