

Protecting theatres for everyone



Ref.: TC/3901

03 August 2021

Planning, Transportation and Highways Development Services
Major Development Team
Britannia House,
Hall Ings,
Bradford,
BD1 1HX

By e-mail: planning.consultations@bradford.gov.uk

Application: 19/03998/NMA01

Site: Odeon Princes Way Bradford West Yorkshire

Proposal: Non-material amendment to planning approval 19/03998/FUL: Modifications to the elevations, external lighting and landscaping levels

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 a non-material amendment to previously consented application 19/03998/FUL has come to the attention of the Trust because it refers to development at the Odeon. This has been a priority case for the Trust with the building having been on our Theatres at Risk register until 2020; it was removed as a result of the investment it has received with works well under way and an established operator having been appointed to run it.

This proposal seeks a number of relatively minor alterations to currently approved plans. These include illuminated poster panels, digital screens, signage and lighting to the north and east elevations, plus additionally some lighting to the south and west elevations. We are supportive of these changes as they will aid the venue's prominence and visibility. Signage including show signage and advertising can be considered an integral and recognisable feature of theatres and other performance venues. Venues, including many which have statutory listing, are increasingly utilising digital screens as these can be altered with greater regularity, can be tailored to the audience and do not require staff to change them manually. Therefore this also provides for a

Theatres Trust

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Chair Tim Eyles Director Jon Morgan

Trustees Richard Baldwin, Paul Cartwright, Paddy Dillon, Annie Hampson, Richard Johnston, Gary Kemp, 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

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safer working environment. Lighting will assist with appreciation of the building's features during hours of darkness.

Also proposed around the building are some additional openings, infillings and modifications of positions. We have no objections to these revisions and do not consider them to cause harm to the building's function and appearance as a non-designated heritage asset.

In conclusion we are supportive of these non-material amendments and in turn would support the granting of planning permission.

Please contact us should you wish to discuss these comments further.

Tom Clarke MRTPI
National Planning Adviser

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