

Protecting theatres for everyone



Ref.: TC/1024

20 August 2021

Mr C Green
Planning Services Department
Town Hall
Great Yarmouth
Norfolk

By e-mail: plan@great-yarmouth.gov.uk

Application: 06/21/0587/F

Site: Hollywood Cinema Marine Parade GREAT YARMOUTH (land south of) NR30 2DL

Proposal: Installation of one 5m tall heavy duty steel column and associated feature lighting projection apparatus

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 planning permission has come to the attention of the Trust as it seeks to install lighting apparatus to the former Royal Aquarium/Royalty, now known as the Arc Cinema.

The building was originally an aquarium from 1875 but was re-built seven years later and re-opened in 1883 as a theatre hosting summer shows and pantomimes along with roller skating. A number of notable performers and artists from the late nineteenth and early twentieth centuries appeared including Oscar Wilde. Variety shows were held until around 1920 at which point the main auditorium was used full-time for cinema with a seated capacity of 1,500, although theatre use continued with conversion of the dining room and was called Little Theatre. This continued to 1970 when it was converted to a smaller cinema screen and a disco was also opened elsewhere in the building. The building was subsequently sub-divided and altered further to provide five cinema screens. It closed in 2019 with its operator falling into administration but was taken on shortly after. The building is a non-designated heritage asset with a striking nineteenth century façade but has been considered too altered internally to be considered for statutory listing. Nonetheless it is an important cultural asset for the town and a recognisable landmark.

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, 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

Protecting theatres for **everyone**



As with further applications at the Gorleston Pavilion and St George's Theatre to which we have also commented and supported, this proposal forms part of a wider masterplan and strategy to provide or improve lighting at key sites around the borough. It aims to better reveal and highlight the significance of important landmarks and their architecture. This is something we support and welcome. Improving the attractiveness of the town and its offer will encourage and retain visitors and town centre footfall, helping support the sustainability and viability of its cultural and heritage assets including this site.

The apparatus will be located adjacent to the building within its parking area, projecting images onto it. We do not consider the installation to undermine the character, setting and interest of the cinema as a non-designated heritage asset.

Therefore we are supportive of the granting of planning permission.

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

A handwritten signature in black ink that reads "T Clarke".

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, 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