

# Protecting theatres for everyone



Ref.: TC/3100

22 February 2022

Ashley Bidwell  
Sevenoaks District Council  
Argyle Road  
Sevenoaks  
Kent  
TN13 1HG

By e-mail: [planning.comments@sevenoaks.gov.uk](mailto:planning.comments@sevenoaks.gov.uk)

**Application Reference:** 21/04048/ADV

**Site:** Stag Community Arts Centre London Road Sevenoaks KENT TN13 1ZZ

**Proposal:** Installation of five A0 Backlit Lockable Outdoor LED poster bays.

## **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 is seeking the installation of five poster frames to the rear elevation of The Stag.

The Stag is a valued arts centre serving the town and its surrounding communities. The building is a non-designated heritage asset on the Council's local heritage list, opening as the Majestic Cinema in 1937. It was converted for broader arts use including live performance by the Sevenoaks Theatre Action Group (STAG) in 1985, further extended in the early 1990s. It later came under the operation of the Town Council. It has a mixed programme of cinema, theatre, live music, comedy and other events. Paragraph 93 of the NPPF (2021) seeks planning decisions to plan positively for these type of facilities.

Advertisements and show signage are common features of theatres and performance venues and contribute to their character, being used to promote current and upcoming events. The rear (south-west) elevation of the building backs onto a public car park, therefore the footfall of this area provides an opportunity to add additional posters. It is also the case that rear and side elevations of cinema and theatre buildings are typically less sensitive.

## **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** Dave Moutrey **Director** Jon Morgan

**Trustees** Paul Cartwright, James Dacre, Suba Das, Stephanie Hall, Annie Hampson, Richard Johnston, Gary Kemp, Lucy Osborne, 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**



Therefore we do not consider this proposal will impact on the significance of the building, and neither would it undermine highway safety or the amenity of surrounding properties.

We therefore support the granting of advertisement consent.

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

A handwritten signature in black ink that reads "T. Clarke". The signature is written in a cursive, slightly slanted style.

Tom Clarke MRTPI  
National Planning Adviser

**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** Dave Moutrey **Director** Jon Morgan

**Trustees** Paul Cartwright, James Dacre, Suba Das, Stephanie Hall, Annie Hampson, Richard Johnston, Gary Kemp, Lucy Osborne, 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