

Protecting theatres for everyone



Ref.: TC/3288

23 March 2022

East Devon District Council
Blackdown House
Border Road
Heathpark Industrial Estate
Honiton
EX14 1EJ

By e-mail: planningeast@eastdevon.gov.uk

Application: 22/0016/ADV

Site: The Guildhall West Street Axminster EX13 5NX

Proposal: Installation of 6 x A1 poster frames to front elevation

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 external poster frames at the Axminster Guildhall.

The Guildhall is an important and valued cultural and social facility for the town and its surrounding communities, with a mixed programme of productions by local amateur groups, some touring shows, comedy, live music and a range of other events. It provides opportunities for people to meet, volunteer and participate in the arts, contributing to the social and cultural well-being of local people. Paragraph 93 of the NPPF (2021) seeks planning decisions to plan positively for facilities of this nature.

It is proposed that a set of six A1 poster frames would be installed across the Guildhall's front elevation. These will help promote upcoming shows and events at the venue. These are commonly applied to theatres and other places of entertainment and help signify their function, which will be beneficial for the Guildhall as it can be considered to be civic in appearance.

Theatres Trust

22 Charing Cross Road, London WC2H 0QL
T 020 7836 8591 E info@theatrestrust.org.uk W 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

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The location of the Guildhall which is set back behind a car park and the nature and scale of the posters is such that we do not consider the posters will cause harm to amenity or highway safety. Therefore we are supportive of the granting of advertisement consent.

Please contact us should 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

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