

Protecting theatres for everyone



Ref.: TC

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By e-mail: planning@oldham.gov.uk

Application: LBC/348702/22 & ADV/348703/22

Site: 95 Union Street Oldham Oldham OL1 1QG

Proposal: Replace existing and add new signage to perimeter of building; and

Replacing existing building signage and display of temporary banners for future productions of the Lyceum Theatre.

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:

These applications for listed building consent and advertisement consent have come to the attention of the Trust because they are seeking replacement of signage and display of banners at Lyceum Theatre Oldham.

The Lyceum Theatre is a valued cultural and social asset for the town which operates within the Lyceum building, a Grade II listed heritage asset. It is run by its members and volunteers, providing opportunities for local people to come together and participate in the arts. Facilities such as this are especially important for contributing to social and cultural well-being. It hosts a few runs of its own amateur productions each year alongside rehearsals and other events.

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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Paragraph 93 of the NPPF (2021) seeks planning decisions to plan positively for venues such as this.

Currently the theatre lacks prominence. Whilst the host building is a key and positive contributor to the streetscape there is little to denote the presence of the theatre with just a small and dated plaque to the corner of the building at the Union Street and Clegg Street junction and a weathered plaque affixed to the pillar adjacent to the building's main entrance. The latter does not specifically reference the theatre. In their place both will be replaced with more contemporary signs both of which make clear reference to the theatre as well as Oldham Music Centre which is also within the site. Although of greater size than those existing both can be considered modest in scale and would not harm the significance and character of the Lyceum building. Improving prominence and awareness of the theatre as an occupant of the building also constitutes a public benefit.

Similarly we support the installation of banners in association with runs of shows. These are common features of theatres as well as other cultural buildings and are particularly important in cases where the building isn't purpose-built and therefore recognisable as a theatre. They help activate and raise awareness of events which supports the financial sustainability of venues and broadens their social and community role.

We do not consider the proposed signage or banners would cause harm to amenity or highway safety.

Therefore in conclusion we recommend the granting of listed building consent and advertisement consent.

Please contact us if we may be of further assistance or if you would like to discuss these comments further.

Tom Clarke MRTPI
National Planning Adviser

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