

Protecting theatres for everyone



Ref.: TC

26 July 2022

Sarah Arbon
Derbyshire Dales District Council
Town Hall, Bank Road
Matlock, Derbyshire
DE4 3NN

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

Application: 22/00745/ADV

Site: Elite Centre 8A Market Place Ashbourne Derbyshire DE6 1ES

Proposals: Proposed illuminated signage scheme

Remit:

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 has come to the attention of the Trust because it is seeking advertisement consent for illuminated signage at the Elite.

Works are currently underway to return the Elite to a cinema and theatre, for which the Trust wrote in support of change of use in 2020. The applicant has submitted a historic image of the Elite showing its signage of the time, which they are looking to replicate through application of lettering in the same style and location at high level between the two sets of windows within the arch. This will help improve the venue's visibility and prominence.

In addition the application also covers installation of a digital display next to the main entrance which is to be assumed will promote current and upcoming shows, screenings and other events. This is a common feature of cinemas and theatres, and increasingly digital displays are being utilised as they can be altered with greater frequency and tailored for better effectiveness. Brightness can be managed by condition.

We welcome the Elite being returned to its original use and that it will provide improved access to culture and live performance for local people. We do not consider these proposals would cause

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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harm to the amenity of nearby properties or impact highway safety. We would therefore support the granting of advertisement consent.

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

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

Tom Clarke MRTPI
National Planning Adviser

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