

Protecting theatres for everyone



Ref.: TC/2061

25 October 2022

Amanda Haslett
Development Management
Adur & Worthing Councils
Portland House
44 Richmond Road
Worthing
West Sussex
BN11 1HS

By e-mail: planning@adur-worthing.gov.uk

Applications: AWDM/0175/20 & AWDM/0176/20

Site: Pavilion Theatre Worthing Pier The Promenade Worthing West Sussex BN11 3PX

Proposals: Application for Listed Building Consent for Outdoor wall mounted lit display screens, replacing pre-existing print posters of a similar size, to promote culture events; and

Advert application for Outdoor wall mounted lit display screens, replacing pre-existing print posters of a similar size, to promote culture events.

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 installation of three digital screens to replace poster boxes at the same locations at the Pavilion Theatre.

Proposals of this nature for digital screens have become common at theatres across the UK in recent years including at a number of venues which like the Pavilion are designated heritage assets. They provide operational benefits in that they can be more dynamic and responsive to different audiences and times of day, allowing messages to be tailored for greater effect. They also remove the need for manual change.

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

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The principle of signage in the three proposed locations on the building is already accepted, but in any case show posters and advertisements can be considered an integral and recognisable element of theatre character. Digital screens represent a more modern interpretation. We do not consider that the character and significance of the Pavilion is undermined.

In terms of advertisement consent neither do we consider that the screens would cause harm to the amenity of nearby properties or give rise to unacceptable implications on highway safety. The frequency of changes and brightness of display can be managed through condition if necessary.

Therefore we are supportive of the granting of listed building consent and advertisement consent.

Please contact the Trust should you wish to discuss this representation in further detail.

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

Tom Clarke MRTPI
National Planning Adviser

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