

# Protecting theatres for everyone



Ref.: TC/2731

01 December 2022

Development Management  
Trafford Council  
Trafford Town Hall  
Talbot Road  
Stretford  
M32 0TH

By e-mail: [development.management@trafford.gov.uk](mailto:development.management@trafford.gov.uk)

**Application:** 109455/LBC/22

**Site:** 20 - 22 Washway Road Sale M33 7QY

**Proposal:** Listed Building consent sought for partial restoration works to the external façade as well as the internal dilapidated areas

## 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 for listed building consent has come to the attention of the Trust because it is seeking to carry out restoration works at the former Pyramid/Odeon.

The building opened as the Pyramid in 1934 and is considered to be a classic example of Egyptian-style cinema. It is by the renowned Drury & Gomersall architectural practice who were prolific designers of cinemas and theatres predominantly around the north-west of England. It is Grade II listed. The exterior of the front elevation has a central set of four columns above which was large 'Pyramid' illuminated lettering and a clock (both removed), a canopy below and a large fluted pillar either side. The auditorium was richly decorated in an Egyptian style. It was equipped with a stage capable of accepting the largest touring shows. It was renamed the Odeon in 1945 and again to the Tatton Cinema in 1981 after being sold to a local operator. Live stage shows returned for a brief period but the venue closed in 1984. It was purchased by the Council and threatened with demolition, but there was opposition from a local campaign and it was awarded statutory listing. It was converted to a nightclub in 1990 and from 2001 a gym, but only the auditorium was used leaving the foyer vacant.

## 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

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## Protecting theatres for **everyone**



It is the foyer area which is subject to this application. Following many years of vacancy it is in a deteriorated condition; whilst evidently it is structurally in reasonable condition there is much internal decay due to water ingress, the façade is damaged and it requires roof repairs to make the building safe and watertight. This is outlined within the structural report with accompanying photographs, similarly with existing and proposed plans. Damage to the render and vegetation growth are also clearly visible on Google Streetview images.

These plans will see the foyer block repaired, which we welcome. Conserving this key part of what is an important and distinctive heritage asset within Sale has to be prioritised, and would hopefully facilitate its future return to active use. We are supportive of the approach outlined within the Design & Access/Heritage Statement and proposed elevation and plans, including potential use of conditions to obtain the agreement of the Council on details of materials and colour palettes.

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

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

Tom Clarke MRTPI  
National Planning Adviser

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