

# Protecting theatres for everyone



Ref.: TC/3680

24 January 2023

Christian De Grussa  
Canterbury City Council  
Military Road  
Canterbury  
CT1 1YW

By e-mail: [planning@canterbury.gov.uk](mailto:planning@canterbury.gov.uk)

**Applications:** CA/22/02590

**Site:** The Marlowe Theatre The Friars Canterbury Kent CT1 2AS

**Proposals:** Erection and display of 2 internally illuminated digital screens located to the front.

## **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 advertisement consent has come to the attention of the Trust because it is seeking to install new digital screens to the theatre's front (southern) elevation next to its main entrance. These would replace existing printed posters.

There have been several applications of this nature for digital screens at theatres across the UK in recent years. 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 and cost of printing and manual change. Show signage and advertisements can in any case be considered an integral element of theatre design and character. Digital screens represent a more modern interpretation of this.

We do not consider that these 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 advertisement consent.

## **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  
The Theatres Trust Charitable Fund co-operates with the Theatres Trust, has the same Trustees and is registered as a charity under number 274697

## Protecting theatres for **everyone**



Please contact us if we may be of further assistance or if you wish to discuss these comments in greater detail.

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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