

Protecting theatres  
for **everyone**



Ref.: TC/2010

27 April 2023

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**Application:** 23/01938/LBC

**Site:** London Coliseum 32 - 35 St Martin's Lane London WC2N 4ES

**Proposal:** Installation of a temporary ground bearing scaffold structure to the front elevation to allow new show related imagery to be installed above the existing canopy

**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:**

Thank you consulting Theatres Trust on this application for temporary listed building consent at the Coliseum. It seeks to install a scaffold structure to the front (west)

**Theatres Trust**

22 Charing Cross Road, London WC2H 0QL

**Telephone** 020 7836 8591 **Email** [info@theatrestrust.org.uk](mailto:info@theatrestrust.org.uk) **Website** [theatrestrust.org.uk](http://theatrestrust.org.uk) **Twitter** @TheatresTrust

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**Chair** Dave Moutrey OBE

**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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elevation for the display of a large banner promoting the forthcoming run of 'We Will Rock You' shows. It is anticipated this will be in place for a period of around four months.

Large items of show signage and installations have been implemented across the West End (and elsewhere) associated with particular runs of shows. However, the design of the Coliseum offers limited scope for additional show materials. The proposed signage will sit above the canopy, but the canopy itself is unable to take the additional load. Therefore it is proposed that a scaffold structure is built around the canopy so that the show signage can be displayed to help promote the run. This will be tied to a subframe within the balcony above so that there are no additional insertions into the building.

Whilst this proposal will conceal elements of significance along the theatre's façade, this must be considered in the context of it being a fully reversible temporary intervention. We are aware of at least one instance of a large banner being in place at the Coliseum previously. The Coliseum is a highly significant theatre and high-profile runs such as We Will Rock You will contribute to its ongoing viability and conservation.

Therefore we raise no objection to the granting of listed building consent.

Please contact us if we may be of further assistance or should you wish to discuss this representation in greater detail.

Tom Clarke MRTPI

National Planning Adviser

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