

Protecting theatres  
for **everyone**



Ref.: TC/680

26 May 2023

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Pending Applications  
Development Planning  
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By e-mail: [centralplanningteam@westminster.gov.uk](mailto:centralplanningteam@westminster.gov.uk)

**Application:** 23/03211/ADV

**Site:** The Gielgud Theatre Shaftesbury Avenue London W1D 6AR

**Proposal:** Display of non-illuminated hoarding measuring 13.1m x 52m.

**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 Theatres Trust because it seeks the display of show signage around scaffolding wrap at the Gielgud.

**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

**Facebook** @theatres.trust **Instagram** @TheatresTrust

**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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The scaffolding is in place to facilitate repairs and maintenance which were covered by a recent application for listed building consent which was supported by the Trust. It is anticipated this will be removed around September 2023. It is proposed that this will be used to hold large banners promoting shows at the theatre.

This will help the theatre retain visibility and prominence during its works, and is an approach utilised recently at the Piccadilly Theatre. We do not consider the banners will compromise highway safety or the amenity of nearby properties. It may however be appropriate for a permission to be time limited to completion of these works through condition as the height and scale of advertisements would otherwise be harmful to the significance of the theatre as a heritage asset.

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

### Theatres Trust

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