

Protecting theatres for **everyone**



Ref.: TC/912

11 July 2023

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Planning Service
Rhondda Cynon Taf County Borough Council
Sardis House
Sardis Road
Pontypridd
CF37 1DU

By e-mail: PlanningServices@rctcbc.gov.uk

Application: 23/0651/01

Site: THE COLISEUM THEATRE, MOUNT PLEASANT STREET, TRECYNON, ABERDARE, CF44 8NG

Proposal: Replacement of the current backlit static advertising poster, 841(w) x 1189(h) x 63(d) mm with an internally illuminated LED digital poster.

Remit:

Theatres Trust is the National Advisory Body for Theatres and was established by The Theatres Trust Act 1976 'to promote the better protection of theatres'. The Trust is a statutory consultee in the planning system and local planning authorities in Wales are required to consult the Trust on planning applications for '*development involving any land on which there is a theatre*', '*residential development within 50 metres of a theatre*' as well as for proposed theatres. The definition of theatres within the Act defines a theatre as 'any building or part of a building constructed wholly or mainly for the public performance of plays', and therefore applies to theatres, playhouses, arts centres, ciné-varieties or buildings converted for theatre use, old and new, in other uses or disused.

Theatres Trust

22 Charing Cross Road, London WC2H 0QL

Telephone 020 7836 8591 **Email** info@theatrestrust.org.uk **Website** 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

Comment:


This application for advertisement consent has come to the attention of Theatres Trust because it is seeking replacement of a static posterboard with a slightly larger electronic LED poster board at the Coliseum Theatre.

There is no elevation drawing showing the existing and proposed posters, but its position is clearly visible on an image of the building available to us. Changing static printed posters for LED screens has been a common alteration by theatres across the United Kingdom including at buildings which are designated heritage assets. It provides operational benefits because adverts do not need to be manually altered and can be adjusted to cater to specific audiences. Therefore the principle of this alteration is one that we would support.

We do not consider this proposal would undermine highway safety or the amenity of nearby properties. Nonetheless if necessary the brightness levels of the display and the frequency of alteration can be managed by condition.

Therefore we support the granting of advertisement consent.

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



Tom Clarke MRTPI

National Planning Adviser

Theatres Trust

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