

Ref.: TC/2402

28 March 2024

Planning, Transportation and Highways Development Services  
Britannia House,  
Hall Ings,  
Bradford,  
BD1 1HX

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

**Application:** 24/00930/ADV

**Site:** Bingley Arts Centre Main Street Bingley West Yorkshire BD16 2LZ

**Proposal:** External building signage and a Digital Screen

**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 signage at various locations across the Bingley Little Theatre/Arts Centre.

The proposed signage reflects the venue's changing branding, and will in places be a bold addition to the building. We are supportive of this, as it will help activate the

**Theatres Trust**

22 Charing Cross Road, London WC2H 0QL

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

**Chair** Dave Moutrey OBE

**Director** Jon Morgan

**Trustees** James Dacre, Suba Das, Stephanie Hall, Annie Hampson, Lucy Osborne, Truda Spruyt, Katie Town

venue and enhance its prominence and visibility. We do not consider the signage will compromise the amenity of nearby properties or the setting of the adjacent conservation area, neither do we consider it will compromise highway safety.

We are therefore supportive of the granting of advertisement 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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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