

Our Ref.: BP/76

31 August 2010

For the attention of: Mr Steve Speed

Mr Les Brown
Divisional Director, Planning
Regeneration and Housing Department
Lambeth Borough Council
Phoenix House, 10 Wandsworth Road
London SW8 2LL



Dear Mr Brown,

Royal National Theatre, South Bank, London SE1 9PX
Application Ref: 10/02625/ADV

Thank you for consulting The Theatres Trust on the above advertisement application for the display of two externally illuminated wall graphic vinyl signs to the South and West elevations as well as hoardings to the North and West concrete fascias of the level three balcony for the *Royal National Theatre*, South Bank. The Trust **supports** the application. Please see our detailed advice below.

Remit: The Theatres Trust is The National Advisory Public Body for Theatres. The Town & Country Planning (General Development Procedure) Order 1995, Article 10, Para (v) requires the Trust to be consulted on planning applications which include '*development involving any land on which there is a theatre.*' It was established by The Theatres Trust Act 1976 '*to promote the better protection of theatres.*' This applies to all theatre buildings. Our main objective is to safeguard theatre use, or the potential for such use but we also provide expert advice on design, conservation, property and planning matters to theatre operators, local authorities and official bodies.

Advice/comment: The Trust supports the proposal for the outdoor film-wrap to the Lyttelton fly tower and the hoardings to the balcony because they are essential to continue the National's programme of NT Live which requires the film-wrap to promote the launch of the second season. Signs of this nature are essential to advertise the incumbent productions and theatre activities. It also provides a good opportunity to strengthen the visibility of the building which has many advantages such as acting as a place-marker for the theatre from long views, as well as being visible from different angles. The film-wrap does not require any fixings to the historic fabric of the listed heritage asset; it is merely heated and rolled onto the concrete walls and allows the fly tower to be fully visible behind the signage. Furthermore, it will only be a temporary addition to the building for a period of two months. It will therefore not adversely harm the architectural significance of the heritage asset.

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Protecting theatres for everyone

Director Mhora Samuel **Chairman** Rob Dickins CBE
Trustees Jason Barnes, Phil Clark, Marilyn Cutts, Venu Dhupa, Tim Foster, Penelope Keith CBE DL,
Dr Pauleen Lane CBE, Baroness McIntosh of Hudnall, Anne McReynolds, Matthew Rooke,
Chris Shepley CBE, Sam Shrouder, Ben Twist

Theatres need substantial development if they are to keep pace with the public's expectations and the needs of performers and producers and we are keen to help theatre owners do more to improve, adapt and sustain their building stock to attract new audiences. We would therefore **urge you to grant Advertisement Consent.**

Please do not hesitate to contact us if we may be of further assistance.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Mark J Price', with a long horizontal flourish extending to the right.

Mark J Price MRTPI, IHBC
Planning and Heritage Adviser

cc John Langley, Theatre Manager, RNT