

Protecting theatres  
for **everyone**



Ref.: TC

29 November 2021

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Planning and Building Control  
2 Bristol Avenue  
Colindale  
London  
NW9 4EW

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

**Application:** 21/5976/ADV

**Site:** King Alfred School King Alfred Phoenix Theatre 149 North End Road London NW11 7HY

**Proposal:** Replacement of existing sign board with custom made back lit galvanised metal sign

**Remit:**

The 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 an external back lit sign for the King Alfred Phoenix Theatre.

The King Alfred Phoenix is a small 108-seat theatre which is open to the public but is part of King Alfred School. It is an important cultural venue in a part of London with relatively little provision, providing space for amateur and community groups. Paragraph 93 of the NPPF (2021) seeks planning decisions to plan positively for facilities of this nature.

Currently the theatre lacks prominence, being concealed within the site with only a small plaque beside a gate to North End Road. This would be replaced by a larger backlit galvanised rod sign. We consider this will greatly improve wayfinding and help promote the presence of this theatre. We consider the sign to be of appropriate scale and design for its setting, and do not consider that it would cause harm to amenity or impact on highway safety.

Therefore we are supportive of the granting of advertisement consent.

**Theatres Trust**

22 Charing Cross Road, London WC2H 0QL  
T 020 7836 8591 E [info@theatrestrust.org.uk](mailto:info@theatrestrust.org.uk) W [theatrestrust.org.uk](http://theatrestrust.org.uk)

Interim Chair Paddy Dillon Director Jon Morgan

Trustees Richard Baldwin, Paul Cartwright, Annie Hampson, Richard Johnston, Gary Kemp, 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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Please contact us should you wish to discuss these comments further.

A handwritten signature in black ink that reads "T Clarke". The signature is written in a cursive, slightly slanted style.

Tom Clarke MRTPI  
National Planning Adviser

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