

Protecting theatres  
for **everyone**



Ref.: TC/2009

7 November 2023

Mrs Ruth Meddows-Smith  
Harborough District Council  
The Symington Building  
Adam and Eve Street  
Market Harborough  
Leicestershire  
LE16 7A

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

**Application:** 23/01514/ADV

**Site:** Harborough District Council The Symington Building Adam And Eve Street  
Market Harborough Leicestershire LE16 7AG

**Proposal:** Consent to display Cultural Quarter signs as part of Market Harborough  
Masterplan in four locations - The Symington Building, The Old Grammar School,  
Harborough Theatre, and St Dionysius Church

### 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

#### 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

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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

## Protecting theatres for everyone



Trust because it is seeking to install Cultural Quarter signs to a number of locations including the Harborough Theatre.

Harborough Theatre is a small community theatre, owned and operated by the members of the Market Harborough Drama Society. It has a 118 seat auditorium with a second flexible studio which can accommodate 50. Its programme consists of runs of the society's own productions along with some external shows and film screenings. Venues such as this are particularly important for the social and cultural well-being of local people, providing access and opportunities to participate in culture and the arts. Its building dates from 1935 and was designed to replicate the appearance of an Elizabethan merchant's house. The Society first presented plays in it from 1947 and purchased the building in 1969 after which it was incrementally developed and fully converted into a theatre. The building can be considered to be a non-designated heritage asset and sits within the Market Harborough Conservation Area.

From the proposed plans it appears there will be 'Cultural Quarter' signs attached to two locations at the theatre. One will be a roundel tray sign affixed next to the main entrance to Church Square below an existing sign. This is small in scale and we consider it sensitive to its setting. The second is being placed at a higher level below the theatre sign to its Factory Lane elevation, a part of the building that was formerly a shop. This will be a hand-painted timber sign including 'Welcome to Market Harborough' text alongside the 'Cultural Quarter' logo and depictions of the four buildings subject to this application. Again, we consider this to be sensitively designed and will help promote the town's key cultural assets and visitor attractions.

The design and scale of these signs is such that we do not consider they would give rise to negative impacts on highway safety or visual amenity. In relation to the theatre, we support the granting of advertisement consent. We make no comment on the appropriateness of new/additional signage at locations other than the theatre.

Please contact us if we may be of further assistance or should you wish to discuss these comments in further detail.

Tom Clarke MRTPI

National Planning Adviser

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