

Protecting theatres
for **everyone**



Ref.: TC/424

06 December 2023

Development Management
Trafford Council
Trafford Town Hall
Talbot Road
Stretford
M32 0TH

By e-mail: development.management@trafford.gov.uk

Application: 112133/LBC/23

Site: Telecommunications Site 56058 Essoldo Buildings 1123 Chester Road
Stretford

Proposal: Listed Building Consent sought for the installation of 1 No. support pole in relation to a telecommunications upgrade and associated ancillary works thereto.

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 listed building consent has come to the attention of Theatres Trust because it is seeking to install telecoms equipment at four locations on the

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

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former Longford/Essoldo.

The site opened as the Longford in 1936 before being re-named the Essoldo in 1950. Although primarily operated as a cinema it was equipped with a stage and held regular concerts. In 1965 it converted to a bingo hall which continued until closure in 1995 and it has been vacant since that time. The Essoldo is a Grade II listed heritage asset with a distinctive and prominent foyer designed to resemble a cash register; originally a grand concourse with arched American-style signage led to the entrance but this was lost to road-widening. There is a secondary entrance from Edge Lane with a tall convex brick façade, semi-circular canopy with a long central concrete column rising above. The building was of quite unique design. Internally it is believed to retain its original plan form with some minor alterations as is common for bingo conversions, and most fabric and features of significance have survived. We are keen to see this important cultural and heritage asset brought back to active use.

There is existing telecoms apparatus on the building and the proposed installations would be in addition to those to improve coverage and network speeds. We consider that the proposed additions amount to less than substantial harm in heritage terms and do not impact on features of significance within the building. The hosting of equipment can provide an income which to some degree can contribute towards the building's general maintenance and upkeep.

We therefore raise no objection to the granting of listed building consent.

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

A handwritten signature in blue ink that reads "Tom Clarke".

Tom Clarke MRTPI

National Planning Adviser

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