

Ref.: TC/1839

30 August 2024

Mrs Wendy Hoggarth  
Development Management Section  
PO Box 17  
Corporation Street  
Blackpool  
FY1 1LZ

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

**Application:** 24/0425

**Site:** THE GRAND THEATRE, 33 CHURCH STREET, BLACKPOOL, FY1 1HT

**Proposal:** Display individual illuminated lettering of 'GRAND' sign to the base of the dome at North and West elevations.

**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:**

Thank you for consulting Theatres Trust on this application for listed building consent at the Grand Theatre. It seeks to install new signage to the theatre's dome.

**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

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

**Chair** Dave Moutrey OBE

**Director** Jon Morgan

**Trustees** Vicky Browning OBE, Anna Collins, James Dacre, Suba Das, Liam Evans-Ford, Stephanie Hall, Annie Hampson, Tracy Ann Oberman, Lucy Osborne, Saratha Rajeswaran, Truda Spruyt, Michèle Taylor MBE, Katie Town

The Theatres Trust is the national advisory public body for theatres. The Theatres Trust Charitable Fund supports the work of The Theatres Trust, has the same Trustees and is registered as a charity under number 274697

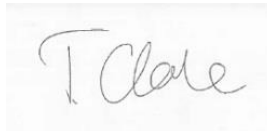
The Grand Theatre is a Grade II\* listed heritage asset within the Town Centre Conservation Area. It is considered one of the finest works of renowned theatre architect Frank Matcham. It is an important and valued cultural venue for Blackpool, hosting a busy programme which both meets the needs of local people as well as contributing to Blackpool's visitor offer. Paragraph 97 of the NPPF (2023) seeks planning decisions to plan positively for facilities of this nature.

This proposal would see large illuminated 'Grand' lettering added to the front of the dome, to the north-west corner of the building. Historically such signage has been in place, demonstrated by old photographs. This constitutes a reinstatement.

On that basis we are supportive of these plans. The signage will help enhance the prominence of the theatre and its visibility. As a reinstatement we consider the character of the conservation area will be enhanced.

We therefore support the granting of listed building 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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