

Ref.: TC/1746

16 April 2025

Allison Borden  
Development Planning  
City of Westminster  
PO Box 732  
Redhill  
RH1 9FL

By e-mail: [southplanningteam@westminster.gov.uk](mailto:southplanningteam@westminster.gov.uk)

**Application:** 25/01591/LBC

**Site:** Savoy Theatre Savoy Court London WC2R 0ET

**Proposal:** Installation of 1no. curved illuminated external digital LED screen, replacing the existing curved signage to The Strand.

**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 Savoy Theatre. It seeks to install a new curved digital screen to replace the existing high-level signage facing onto The Strand situated on the adjacent building.

**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** Joshua McTaggart

**Trustees** Vicky Browning OBE, Anna Collins, James Dacre, Suba Das, Liam Evans-Ford, Stephanie Hall, Annie Hampson OBE, 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

It is part of a suite of current applications covering the renewal of the theatre's signage.

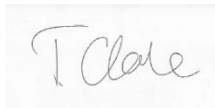
The theatre is to some extent concealed by its position within Savoy Court and therefore lacks the street presence and ability to promote shows that most other West End theatres benefit from. This signage is therefore important in promoting the venue and the current or forthcoming shows being held.

The proposed replacement is in the same position. The principle of signage at this location is already long established. We have no objection to the replacement of a static posterboard with a digital screen; such replacements have been common across theatres both within the West End and nationally in recent years. Digital screens provide venues with greater flexibility and remove the need for manual change which improves working conditions and safety. The latter is particularly beneficial in this location.

As a replacement of similar dimension we consider the impact on the host building in heritage terms to be neutral. It is also a reversible change. Levels of brightness and frequency of change can be managed by condition if necessary.

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 these comments in further detail.



Tom Clarke MRTPI

National Planning Adviser

## 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** Joshua McTaggart

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