

Ref.: TC/2233

9 September 2024

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Bury Council  
Town Hall  
Knowsley Street  
Bury  
BL9 0SW

By e-mail: [development.control@bury.gov.uk](mailto:development.control@bury.gov.uk)

**Application:** 71030

**Site:** Whitefield Garrick Theatre, Bank Street, Whitefield, Manchester, M45 7JF

**Proposal:** 1 No. external fascia sign

**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 Trust because it is seeking to install a new sign at the Whitefield Garrick Theatre.

**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 Garrick opened in 1975 when the Whitefield Garrick Society, a local amateur dramatics group, purchased a shop and converted it into a small theatre and rehearsal space. In 2002 the building was extended which provided an enlarged 87-seat auditorium, and a further extension completed in 2016 added a foyer, bar and props store. The theatre hosts the groups activities and productions, as well as occasional external shows. It is owned and operated by its members. Theatres such as this are particularly important for the social and cultural well-being of local people, providing opportunities for participation and engagement in theatre and the arts. They help develop skills and volunteering opportunities, bringing people together and reducing isolation. Paragraph 97 of the NPPF (2023) seeks planning decisions to plan positively for facilities of this nature.

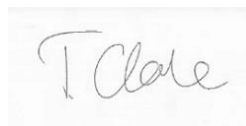
The theatre is located on a small road on the edge of the Whitefield district centre and therefore has limited visibility and passing trade. The Draft Whitefield Town Centre Plan does however include it within a proposed 'Little Cultural Quarter' with the theatre at its centre.

There is currently little signage, consisting of just a fascia sign above the theatre's entrance. This proposal will add a sign with the theatre's name and logo to its south-east elevation, with downlighting to provide some illumination at night.

We consider this will help enhance the visibility and prominence of the theatre, assisting with wayfinding. We consider the proposal to be sensitive to its location, and do not consider that it would give rise to unacceptable highway impacts or to the amenity of nearby properties.

We therefore support the granting of advertisement 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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